

a PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

LXXVIII. NEW YORK, JANUARY 11, 1912.

No 2



UNIV. OF MO.
JAN 15 1912
GENERAL LIBRARY

"Circumstances!" exclaimed Napoleon:
"I make circumstances!" And so he did.

In business, as in war, the ability to take advantage of conditions that help and to overcome conditions that hinder, spells success—that and "keeping-everlastingly-at-it."

Business men consider their circumstances now as at no other time of the year. We should like to show anyone so engaged what advertising has done and is doing with circumstances—good advertising and "keeping-everlastingly-at-it."

Make the sign of interest, and we will do the rest.

Philadelphia

New York

Boston

Chicago

Cleveland

He Went West

"He" is a manufacturer of automobile tires.

Also he is an advertiser.

But, for years, he has been affected with "eye trouble" when anyone asked him to "see" the farmer as a prospect for his goods.

Then one day, a few months ago, he went west.

And now he is planning a campaign to win the farmers' trade.

That brief story will stand for the experience of a dozen manufacturers, by merely changing the character of goods manufactured.

For, in spite of all that has been written, it is hard for the men who knew farmers as they were ten or twelve years ago to realize the change. But a trip through the "big farming" country ends all arguments.

Standard farm papers go to business men who differ from manufacturers, bankers, office men, etc., only in the fact that their business is to grow agricultural products.

They run their business on the same basis as you run yours. They keep careful cost records. They know what each field or cow or hog "stands them" and what profit it pays. They can show you card systems covering a number of years and giving valuable data as to planting, fertilizing, feeding, etc.

Such men bear the same relation to the farmer of a decade ago as Marshall Field's store does to the oldtime "trading post."

And here's a fact worth noting. Standard farm papers are specialized farm papers.

Each paper is edited for a given section or class. Often they are subscribed for by one out of every two or three possible subscribers in a state.

Combined these 12 papers cover intensively the "big farming" sections of this country.

But they can be used as separate mediums by the advertiser who desires to have his advertising keep step with the advancement of his selling force.

Are there any questions you would like answered?



THE MARK OF QUALITY

Standard Farm Papers

are	The Ohio Farmer
Farm	The Michigan Farmer
Papers	The Breeder's Gazette
of	Hoard's Dairyman
Known	Wallaces' Farmer
Value	Kansas Farmer
	Wisconsin Agriculturist
	Indiana Farmer
	Home and Farm, Louisville
	Town and Country Journal,
	San Francisco, Cal.
	The Farmer, St. Paul
	Oklahoma Farm Journal

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City.

George W. Herbert, Inc.
Western Representatives
First National Bank Bldg.
Chicago

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXVIII. NEW YORK, JANUARY 11, 1912.

No. 2

HOW THE MAKING MAY BE GOVERNED BY THE ADVERTISING

WHAT HAPPENED WHEN A NEW MODEL SOUTH BEND WATCH WAS PLANNED—THE SUPERINTENDENT OF CONSTRUCTION WHO INTERESTS HIMSELF IN THE SELLING REQUIREMENTS—THE STORY OF "BIG BEN" ALARM CLOCK

By S. D. Rider,

Vice-President and General Manager of the South Bend Watch Company, South Bend, Ind.

This company recently decided to get out a new model watch. Now, at first thought, there is but one result to be sought for in building a watch, and that: First-class timekeeping qualities.

It is true that this is the prime requisite, and if the superintendent of production in the factory had been allowed to follow his inclination that would have been the one and almost the only point he would have striven for.

But here our advertising man steps in and says: "Hold on there, Mr. Superintendent. After you produce that watch I am expected to create a demand for it, and I am going to have a mighty hard time doing it if I am not to be allowed to say anything as to how it shall be constructed and as to what its appearance shall be when it is shown to a prospective purchaser.

"I believe I have some ideas as to some refinements that can be incorporated into the construction of this watch, that will not interfere with its timekeeping qualities, and that will make it a much more ready seller and a watch that will please the most fastidious buyer."

The superintendent of production may not think the advertising manager knows the first

thing about building a watch, but he reluctantly consents to try out some of his ideas.

As these ideas are unfolded to him he gradually becomes more and more interested himself, and before many weeks these two are working together as one man in their effort to produce an article that will not only excel in efficiency all others heretofore produced, but that will have an added value, due to the fact that in its construction the foundation has been laid for an advertising campaign that can be made to attract the attention of everyone, without in any way departing from an honest description of the product.

A campaign that is originated by the fertile brain of the advertising man cannot bring about the much-desired results of a greatly increased business without the co-operation of the factory man or superintendent of production.

I believe (and I recently made this statement before a gathering of advertising men) an ideal condition would be brought about if the advertising man and the superintendent of production could be one and the same person. Inasmuch, however, as this is impracticable for most institutions, it devolves upon the general manager of the enterprise so to guide and train the mind of his superintendent of production, that he will appreciate the fact that in designing and producing a new model, the points or features which can be talked about in advertising copy are just as necessary as the features that tend to insure perfect satisfaction and serviceability when the article reaches the consumer.

Many times the adding of an improvement or the changing of a design as suggested by the advertising manager, will add to the

actual serviceability of the article, and in such cases a double purpose has been achieved.

I do not, of course, advocate the designing or improvement of an article for advertising purposes only, and without reference to its effect upon the durability of the article being manufactured.

Experience has taught us that the buying public as a rule are very particular and scrutinize very closely the nature of the article they are buying, and are influenced largely by the attractive way in which the same is presented to them. The manu-

facturer first making the car, but it is being exploited all over the country by one of the most powerful companies in the automobile industry, and the name E. M. F. is indicative to the mind of every advertisement reader of an efficient automobile at a popular price.

One more thing that advertising accomplishes (and which I believe cannot be done unless we are farseeing enough to realize its importance when designing the article so that it will have distinctive features, in order that it may not be confused with other articles that serve a similar purpose) and that is: *Honest advertising stabilizes a product.*

The purchaser, who, on account of being interested by the advertising of an article, buys it and after possessing it is satisfied that it will do for him everything that was claimed for it in the advertising, and a little more, is constantly giving publicity to his appreciation, thereby making many friends and interesting many future purchasers. I do not believe that copy could be written that would bring about this result if the advertising manager and superintendent of construction had not put their heads together at the beginning, and designed the article with this very object in view.

HOW "BIG BEN" DEMONSTRATED THE IDEA

Right here I cannot resist the temptation to relate the experience of a concern which, not very long ago, placed a new article on the market. That article was designed by the advertising manager and production superintendent jointly.

I refer to "Big Ben." About two years ago G. A. LeRoy, of the Western Clock Company, La Salle, Ill., conceived the idea of getting out an alarm clock that would be different from the ordinary cheap article, and around which an advertising campaign could be worked out that should bring results that theretofore had been considered impossible in this line. They worked studiously, re-

(Continued on page 87)

Big Ben



*"Far from the mountains and fief from the glen
Toss for the children and for grown ups Big Ben"*

THERE'S a ring of welcome in Big Ben's morning call—there's a lullaby service in his punctual greeting.

There's a glow of frankness in his big, clean cut face—there's a sturdy comfort in his large winding keys.

There's a pledge of long health in his strong, well set build—and there's heartiness wailing in the jolly tuning.

\$2.50

Sold by Jewelers only. Three Dollars in Canada.

CLOCK COPY THAT ALARMED COMPLACENT COMPETITORS

facturer who overlooks these apparently expensive boxings or housings is rapidly left behind in the race for business.

What was true in our case when we brought out a new model, can be worked out in hundreds of others, and doubtless has been a great many times in the past, but in most cases the distinguishing advertising points, if there were any, have been accidentally incorporated in the production.

Take E. M. F. automobiles, for instance. This name was coined to shorten the firm name of the

1847—1912

The Chicago Tribune was established on June 10, 1847. Joseph Medill was the guiding spirit in the early days of the paper and today his descendants own the property. The Tribune's family of readers has grown in the past ten years in accordance with the following figures:

Year	Daily Circulation	Sunday Circulation
1902.....	94,617	213,680
1903.....	97,751	202,971
1904.....	137,427	219,478
1905.....	150,048	229,887
1906.....	158,931	246,373
1907.....	159,754	315,841
1908.....	160,841	292,636
1909.....	173,701	295,412
1910.....	188,818	337,781
1911.....	241,075	352,323

For the year 1911 the Chicago advertising statistics are as follows:

	Agate Lines
THE TRIBUNE	11,424,765
Next morning paper.....	7,398,456
Third morning paper.....	7,344,204
Fourth morning paper.....	3,804,948
First evening paper.....	9,218,874
Second evening paper.....	4,081,707
Third evening paper.....	3,736,584
Fourth evening paper.....	2,783,388

NOTE—These statistics are prepared by an independent audit company.

The Chicago Tribune's Want Ad patronage is unique in the history of American newspapers. It is doubtful if any other newspaper in the world prints as many actual Want Ads as does The Tribune. In the year 1911 the Chicago statistics for number of Want Ads are as follows:

	Want Ads
THE TRIBUNE	985,174
Next morning paper.....	340,444
Third morning paper.....	299,836
First evening paper.....	684,388

NOTE—These statistics are prepared by an independent audit company.

The number of Want Ads printed by The Tribune is greater than the number printed by all the other Chicago morning papers combined or by all the evening papers combined.



The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.

Association of American Advertisers

No 2288

Whitehall Bldg. N. Y. City

Every advertiser and advertising agent knows that no competitor of his can secure a better rate for an equal amount of space in The Chicago Tribune than he himself pays. Under this policy a confidence is established between The Tribune and its advertising patrons that is vastly more satisfactory than a lurking suspicion that, because the advertiser himself is securing "confidential" favors, some competitor of his may be

favored to an even greater degree.

The circulation of The Chicago Tribune is examined and certified to by The Association of American Advertisers.

The Chicago Tribune's public rate card contains all its advertising rates.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
TRADE MARK REGISTERED

THE MAN HIGHER UP

AND THE ADVERTISING MANAGER'S
RELATION TO HIM—THE CHIEF
EXECUTIVE WITH THE FINAL
"SAY" NOT ALWAYS A FOOL, NOR
IS HE ALWAYS INFALLIBLE—
WHEN THE ADVERTISING MAN-
AGER IS OVERRULED

By William W. Hudson,

Advertising Manager of the Waverley
Company, Indianapolis.

An advertising acquaintance of mine called on a manufacturer whose advertising was limited to a small list of trade journals. They had progressed far toward an understanding when the manufacturer said:

"There is one thing I want understood if you come here. You are to write copy for the publications on my list to fit the space I have contracted for; but I don't want any suggestions about larger space or more publications. I will attend to that."

He seemed surprised when the ad man declined the position and took up his hat to go.

This case represents a not infrequent attitude of mind in the man higher up—the man accustomed to dominate his own business and impatient of suggestions from those he looks upon as his inferiors.

The crux of the matter lies just there: The feeling many executives have is that the advertising manager is a subordinate whose opinions and suggestions may be accepted or set aside according to the whim of the moment. The right of final decision possessed by the man higher up usually convinces him of the superiority of his own judgment even in such specialized callings as advertising.

If advertising were advanced from a specialized calling to a distinct profession like the law, the executive's attitude would be wholly different.

The conduct of every successful business demands three things: capital, experience and brains. The higher up in the organization

the brains are found the better for the business, as a rule.

It is worthy of note that in the physical organism brains are always at the top, but the conventions of modern society give the highest positions and the casting vote to capital.

This is sometimes unfortunate for business, but its evil effects may be minimized by the employment of specialized brains in the different departments. Nowhere is this need greater than in the advertising department. Yet capital and experience rarely realize the need here as fully as they do in the engineering department, for instance, of a manufacturing business.

The chief engineer is usually a trained man whose opinion on a matter within the range of his profession will be accepted as final. The advertising manager may have equal training and experience, but his opinion seldom carries the weight of finality. On the other hand, a raw and untrained youth may be put in charge of an advertising department that controls the expenditure of thousands, because he has a trick of cleverness that catches the fancy of the man higher up.

How many times is an advertising manager asked by a business acquaintance to recommend "a bright young man who wants to learn the advertising business and is willing to work for twelve or fifteen dollars a week," to take charge of a department spending \$5,000 or \$10,000 a year?

Every experienced advertiser knows that brains and judgment are even more essential to the wise expenditure of a small appropriation than in the disbursement of larger sums; but the man higher up is usually willing to take a gambler's chance by staking a few thousand dollars on the judgment of a clever youth, when, with a larger appropriation, he would consult or employ the best brains obtainable.

The truth is—and it cannot be too fully recognized—the advertising profession is itself to blame for this state of mind in the man higher up. There are too many

It Is True

(a) That the New-Size Metropolitan Magazine is giving its readers a more beautiful magazine; a more interesting magazine, and text matter contributed by the most brilliant American authors at no greater cost than they paid for the old standard publication.

(b) That the Metropolitan's circulation produces results for articles of merit.

(c) That the printing and display of each piece of advertising copy is as near to perfection as new and improved flat bed presses can make it.

(d) That we rigidly censure advertising copy.

(e) That the Metropolitan guarantees 200,000 net paid circulation.

(f) That the advertising rate is equal in liberality to those of its competitors.

And it is most true of all that the value of every one of these merits is increased in direct sales power at least one hundred fold by the simple fact of running advertising and other reading matter column for column.

The Metropolitan Magazine

286 Fifth Avenue, New York

O. H. Carrington,
Advertising Manager.

Nelson J. Peabody, 14 W. Washington St., Chicago.
Tilton S. Bell, 6 Beacon Street, Boston.

fakers and charlatans engaged in advertising work, too little serious study is given to advertising problems, too many off-hand judgments are pronounced on questions involving the distribution of large appropriations, too much copy that violates recognized principles is put out in expensive mediums.

The worst and most frequent sinners in this respect are the advertising agencies. The amount of slipshod and haphazard work that is put over on their clients by representatives of the largest agencies is one of the crying abuses of our calling. It tends to confuse the minds of those who have to foot the bills and to weaken their respect for the advertising profession as a whole.

Thus the advertising manager often finds his opinions discounted in the minds of his employers by their previous experience with reckless or unscrupulous members of his own profession.

The head of a great agency was asked by one of his clients his opinion of the value of the fashion magazine for the particular product he was advertising. "Utterly valueless," was the reply. "You would be throwing your money away to go into the fashion magazines."

The very next year the schedule offered this client by the same agency contained a liberal appropriation for the fashion magazines.

"It's only an utter fool who never changes his mind," was the retort made to the charge of inconsistency. But either the original bluff or the later change of heart must have been inspired by some motive other than reasoned regard for his client's interest. That at least was the deduction this particular client made, and it lessened his respect for advertising men as a class.

It must be admitted then that the unsatisfactory relations between the advertising man and the man higher up are not wholly one-sided. The advertising manager is himself not impeccable. His judgment is often at fault

and he is frequently the victim of his own temperament.

The temperament of advertising men is usually sanguine; sometimes it is over-enthusiastic. They are peculiarly liable to be dazzled by pipe-dreams and to produce copy that is overcharged with rose color. The criticism of the man higher up often comes as a cold douche on an ebullition of sentiment or imagination that the ad man would be the first to see and to criticize if it were not his own production.

The writer is free to admit that he has often thanked his stars for the cool-headed criticism of men higher up; for after all, the men who hold the purse strings in a large business are seldom fools. They are apt to weigh the merits of a given proposition with pretty evenly balanced judgment, and if they err too frequently on the side of conservatism that in itself is not enough to condemn them.

Stand at the helm of a business yourself for a while and note the number of fool propositions that are put up to you by otherwise intelligent heads of departments. Department heads, advertising managers as well as others, are apt to see things from a partial point of view. They seldom know all the considerations that enter into the adoption of a given business policy by the management. The right of final decision must be lodged somewhere, and the verdict against this or that advertising proposition should not be taken too seriously to heart.

ONE MAN'S INHERITANCE IN THE PIANO TRADE

The advertising manager of a certain piano house has been endeavoring for years to build up a reputation for high-grade goods, high-quality service, high-class business methods about his house; but has had to contend with what he regards as signal failure to co-operate on the part of the man higher up.

He comes to me sometimes for sympathy in his troubles and he gets it always, for I understand his difficulties; yet, if the manager of that business came to me

Write Today for FREE BOOK Entitled "Buying Power"

A book which will put some mighty important selling facts before you.

These facts have been whipped into a few short paragraphs, printed with large type, easy to read.

Through this book you will learn who buys the greater quantities of merchandise, where these buyers live, why you should reach them and how you can reach them.

Every new advertiser should have this book called "Buying Power." Every advertising agent should have a copy.

And it won't hurt the feelings of old campaigners.

The Vickery & Hill Publishing Co.

30 N. Dearborn Street
CHICAGO

Flatiron Building
NEW YORK

with his side of the story I am sure I should find something to sympathize with in his predicament.

Everybody knows the evil inheritance of sensational advertising methods that haunts the piano business, the result of long dalliance with gift enterprises, guessing contests, weekly instalment terms, etc., etc. This house has contributed its share to the debasement of the piano trade in the past, but with the advent of the present advertising manager a new policy was adopted.

A higher grade piano than the old one of the same name was to be manufactured; it was to be sold at a higher price; a free tuning and inspection service was installed; instalment payments were abolished, and all the features of sound business methods and high-grade service were put into effect.

The advertising policy was to be strictly in keeping with the change of business methods. The appeal should be made to intelligent people by conservative copy and artistic illustrations. The brass-band headline and alluring claptrap of former copy were banished forever. For a time my friend was in his element. The copy he prepared was written with enthusiasm. It was full of the joy of good work, honestly performed and sincerely believed in. It was really good stuff and it was attracting notice; beginning to bring results.

But there came a change. The intention of the copy was not altered, but there was a difference in tone, a falling off in the convincingness of expression that I noticed. I asked my friend what the trouble was, and it was then that he took me fully into his confidence.

He had lost his nerve, he said, because he was not getting the support of the management. They had approved his plans at first and followed his suggestions up to a certain point, but they were beginning to compromise.

Sales had been slow at first, and in order to increase them they had adopted the policy of trading in old pianos of the inferior type in part payment for

a new one of the higher grade. This had made friends of their old customers and had served its purpose for a while until the house was loaded up with used pianos of the old style.

Then came the question of disposing of them. They could not be advertised profitably; a few might be rented, but the only avenue of sale was to newspapers and others engaged in the premium business or conducting subscription contests.

My friend protested, but the manager overruled him. A number of sales had been made, and now the inevitable results had followed. The newspapers had not limited themselves to the truth in their advertising. The premiums had been represented as new pianos of the highest grade and had been valued at the company's new price of \$800.

Those who had earned the premiums had resold them to the piano house's own customers at bargain prices. The company had thus lost the sale of new pianos they had counted on and the customers had been cheated.

"The old pianos should all have been sent to the scrap heap," said my friend, and I agreed with him; but if I had listened to the manager of that business and had known the actual cost of the pianos and the condition of the company's finances I might after all have changed my mind and agreed with the manager.

An ideal advertising policy can only be pursued under ideal business conditions, and the advertising manager may be the last man to be informed about conditions that fall short of the ideal. If he is a man of sensitive disposition they would react on his copy and lessen his usefulness.

ARRIVING AT CONCLUSIONS

The relations of the advertising manager with the man higher up are improved in some respects and in others are made less satisfactory by the plan of holding conferences with various department heads on all important subjects.

The first time I was summoned

Chronicles of New England

Jan. 11, 1912

By H. P. DOWST

Population and Buying Power

"**B**OSTON is the center of the wealthiest purchasing community in the United States." (Boston Globe)

Nearly one twenty-fifth of the population of the United States live *within 50 miles of Boston*—3,470,020 people.

In 10 years this population has increased *almost 22 per cent.*

The *per capita savings* of the people of Massachusetts are \$228.97; of New York \$167.55; of Pennsylvania \$22.98; of Illinois \$5.57. Think this over, when you consider "buying power."

Outside the Boston 50-mile radius, are scores of populous, thriving industrial cities. New England labor is well paid — intelligent — thrifty.

New England has great agricultural interests — "Aroostook" potatoes, for instance, are world famous. (Choice varieties for seed bring \$1 apiece.) So is "Fancy Maine Sweet Corn." New England farmers are prosperous. New England people have money to spend.

To achieve distribution for your goods in New England means the opening up of a wonderful field. *New England manufacturers* can find their best market at their own door. *Anyone* with a wish to try out the possibilities of the modern "merchandising-advertising" idea will find New England fruitful territory. Channels of distribution and publicity are established and are of *demonstrated efficiency.*

We have studied the New England market for a quarter century.

We invite inquiry in regard to its possibilities. Manufacturers in or out of New England seeking the ideal "tryout field" should look our way.

H. B. HUMPHREY CO., BOSTON

"The Logical Advertising Agency"



to such a conference I remember that my head swam a little as I saw the ease and dispatch with which matters involving large expenditures and important questions of policy were settled off-hand by mutual agreement, or else were thrown on the table to await another conference, while the work of one department or another of a large business was left completely disorganized until a decision could be reached. "The wheels of the gods grind slowly," it used to be said, but the wheels of a modern business organization sometimes move with reckless rapidity.

After the board of directors have voted on the amount to be appropriated for advertising for a given year there is usually a conference in which manufacturing plans are discussed, changes in the season's product are outlined and the important features of the coming campaign are decided upon. Then the whole matter is referred back to the advertising department and the advertising agency for the formation of a schedule, the preparation of copy, the designing of illustrations, the construction of a catalogue, etc.

When this work is completed a second conference is held. The schedule is submitted, discussed and amended; the copy is read, criticised and accepted or rejected; the designs of illustrations and plan of the catalogue are considered and acted upon—in short, an appropriation of \$50,000 or \$100,000 may be finally distributed and disposed of all in a single day. If a disagreement results the points at issue are referred back to the agency and the advertising department with instructions to amend their plans and report at a later meeting. It rarely happens that such a conference is adjourned more than once.

But after the advertising meal, thus suddenly bolted, comes the slower process of digestion. Copy, read with dramatic emphasis by an agency spellbinder, leaves a different impression from that it assumes when set in cold type;

designs for illustrations, passed on with a glance, need many alterations before they reach the engraver; magazines, written into the schedule with an extended list of others, do not always bear the light of later investigation, and sums, voted in the lump to the big weeklies or monthlies, will sometimes need paring down or readjusting.

The important feature of the conference is that action has been secured and a plan of campaign has been adopted, but the work of the advertising manager has only begun when this is achieved. He must go over each detail of the copy and the schedule submitted by the agency, and at the proper time bring it up again with the man higher up, the responsible executive. In the heart-to-heart talks that follow many changes may be written into both copy and schedule.

It is in such talks as these rather than in the formal conferences, that the ad man and the executive come to know each other and to understand each other's points of view. The relations between the two are necessarily influenced by differences of temperament and training. The personal equation is a large element in determining every business decision, and the stronger personality of the executive will often overthrow the better judgment of the advertising man unless the latter is thoroughly well grounded in the principles of his profession and has secured the confidence of the man higher up by his previous record.

"Use your own judgment" is the phrase that sets the seal of approval on the ad man's past record, and the phrase he most likes to hear from the man in authority. The frequency with which he hears it will depend in most cases on the way he uses his judgment when the opportunity is given him.

In the figures for the amount of advertising carried by *Wallaces' Farmer* during November, as shown in the last *PRINTERS' INK* Agricultural Summary, the total space should have been 56,952 agate lines.

THE BOSTON POST'S GREATEST YEAR

Average Daily Circulation
for 1911

349,979

Gain Over 1910, An Average
of **26,759** Copies
Per Day

Average Sunday Circulation
for 1911

300,323

Gain Over 1910, An Average
of **33,847** Copies
Per Sunday

The Boston Post's Greatest December

Average Daily Circulation
December, 1911

359,677

Gain Over December, 1910,
an Average of **14,192**
Copies Per Day

Average Sunday Circulation
December, 1911

317,660

Gain Over December, 1910,
An Average of **17,262**
Copies Per Sunday

TEN YEARS WITH THE BOSTON POST

Note the General Regularity
of the Growth of Circulation

YEAR	DAILY	SUNDAY
1902...	174,173	126,195
1903...	178,308	160,421
1904...	211,221	177,664
1905...	230,427	191,914
1906...	237,848	228,072
1907...	243,980	226,763
1908...	255,534	238,846
1909...	277,947	248,563
1910...	323,220	266,476
1911...	349,979	300,323

TEN DECEMBERS WITH THE BOSTON POST

Note the General Regularity
of the Growth of Circulation

YEAR	DAILY	SUNDAY
1902...	171,624	134,237
1903...	195,919	188,715
1904...	209,330	180,512
1905...	237,100	211,025
1906...	233,562	226,928
1907...	239,605	229,774
1908...	253,556	237,936
1909...	289,006	258,663
1910...	345,485	300,398
1911...	359,677	317,660

The Post's Greatest Advertising Year

Display Advertising in 1911...5,059,740 Agate Lines
Display Advertising in 1910...4,887,902 Agate Lines
Gain in 1911..... 171,838 Agate Lines

C. F. KELLY & CO., New York Advertising Managers, 1 Madison Avenue, New York, N. Y.
C. GEORGE KROGNES, Western Advertising Manager, 901 Marquette Building, Chicago, Ill.

Now

the Circulation of

The Associated Sunday Magazines

is

More than

1,400,000 copies
each week

More than

82% actually delivered into the
homes by mail or carrier

More than

13,000 cities, towns and villages
entered each week

Concentrated Area



Inside the black line is the richest, most populous part of this country and the most business.

This is the territory where practically our entire circulation is concentrated. It saturates the district inside this black line and is the biggest individual advertising power in that territory.

Four-fifths of the magazine reading population of this country is inside black line.

The Associated Sunday Magazines

*issued every week co-operatively and simultaneously
by, and as a part of, the Sunday editions of the*

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post

New York Tribune
Boston Post
Washington Star
Minneapolis Journal

Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

1 Madison Avenue
NEW YORK

Record-Herald Building
CHICAGO

The Buyers' Guide

made up of the retail merchants who have responded to our Trade Paper Inserts. The names of over 1,500 are printed in our January issue.

These are the look-alive, alert retailers who not only carry but also in various ways push nationally advertised goods guaranteed by Good Housekeeping Magazine.

A large proportion of these dealers are using our cut-and-copy service for locally advertising whatever in their respective lines is advertised in the Magazine.

They are the retailers who are making their stores the town or neighborhood headquarters for such goods.

The Buyers' Guide is published for the guidance of our readers. It is, moreover, the concrete evidence of results. It shows how our Trade Paper Campaign is perfecting the Magazine's service to consumer and producer by helping the dealer to cash in locally on national advertising.

P. S.—You who are interested in the efficiency of advertising should see this Buyers' Guide. A copy of the January number will be sent on request.

Rate \$2.00 a Line

GOOD HOUSEKEEPING MAGAZINE

BOSTON

NEW YORK

CHICAGO

The Largest Class Publication in Any Field

GETTING PEOPLE TO KNOW MORE

TWO GENERAL TYPES OF ADVERTISEMENTS CONTRASTED—UNIVERSAL EXPERIENCE POINTS TO THE WISDOM OF BEING SPECIFIC AND INFORMATIVE, BUT THERE ARE STILL MANY CONSPICUOUS EXAMPLES OF THE OLD WAY OF TRYING TO COERCE THE READER WITHOUT REASONING WITH HIM

By Waldo P. Warren.

Advertising has proved itself such a many-sided proposition, with such conflicting points of view, that many of its current maxims are only crystallized shop-talk.

But if we take all the experiences of all advertisers during the last twenty years and make a composite experience, and then crystallize that experience into a maxim, we would have something worth repeating under our breath to ourselves as we set out to do anything in the way of advertising.

If I may undertake so bold a thing as to put my finger on the one point which, more than all others, sums up the universal experience of advertisers in the past twenty years, it is this:

The effectiveness of an advertisement increases in the ratio that it conveys definite information and interprets that information in terms of the consumer's interest.

The advertisements of twenty years ago, for instance, told you to buy Ivory Soap because it was Ivory Soap—or because "It floats." The advertisements of today tell you to buy Ivory Soap because—and there is given not only all that can possibly be of interest about the soap itself, but all of the various uses in which the soap is claimed to be superior, and also just how to use it, and what other things to use it with, as water that is not too hot in washing fine china, chamois skin for brightening silverware, and tissue paper or jewelers' sawdust for putting a real shine on cut glass.

If this change were to be noted

only in the announcements of a few advertisers it might be brushed aside by saying that they liked variety, or that a different man had a finger in it, or that they had that much space below the picture to fill out the page and had to say something.

But, with a few exceptions, you see it everywhere—except that we have grown so used to it that we have nearly lost the perspective, and take it as a matter of course.

There are, however, enough examples of the old order still remaining, and often setting their example in conspicuous spaces, to warrant pointing out the difference.

These two types of advertising—the one that tries to circumvent the reasoning processes and make you jump at a conclusion through mere impressions, and the other that tries to lay before you the facts and offer an interpretation of them and get you to decide the matter by calm deliberation—are the outgrowth of two different types of thought.

THE OLD SPIRIT AND THE NEW

One must, perforce, be called the old way, and the other the new way. We see the same types of thought manifest in everything. In educational circles the old spirit of accepting conclusions without knowing why has been giving way to the new spirit of inquiry and investigation. In religious circles we see the regime of belief without understanding giving way to the intellectual appreciation of the reasons for faith. In business we see the arbitrary authority of the single owner giving way to the deliberations of a board of directors. And so on through all circles of thought.

Is it not evident that these two types of advertising—the coercive and the informative—have their origin in those deeper conceptions of method which characterize other lines of human activity?

Test it again by close personal observation. Take an advertisement that is conceived and executed in the old order—one that

tries to force you to "climb into the band wagon" without knowing why. You know the expressions: "The best in the world"; "Everybody reads it"; "Universally endorsed"; "None like it"; "The only one"; and so on. Trace such an advertisement back, not merely to the man who wrote it, but to the man who stood for it—the man who could have changed its spirit with a word, because he had the say. Then look closely into the character of that man and see if you don't observe a similar spirit—dogmatic, coercive, laconic, and—must I say it?—bigoted.

Then take one of the other kind of advertisements—one that gives all reasonable information and puts it up to the reader to know the facts and then decide for himself. Trace such an advertisement back to the man who stood for it, and compare it with his character. Look closely and see if you don't observe a similar spirit in him—a spirit that is willing to leave important decisions to boards of directors, a spirit that is willing to give the other fellow a chance to explain his proposition before summary judgment is passed upon it.

If you make these comparisons, you will doubtless see that there are these two types of advertisements, springing from these two types of thought, and that the former type is the old way, and the latter type is the new way. You will observe that the new way is the evolution of general experience, and therefore the one that is most likely to remain. And you will observe that the old way is giving way to the new under the pressure of competition because the new way sells more goods.

MAIL-ORDER CATALOGUE A TYPE

Easily chief among all the examples of specific, informative advertising, stands the mail-order catalogue. It must stake its all on the printed page, and win or lose according to the effectiveness of its appeal. And that its appeal has been a winning one is evident by the phenomenal growth

of mail-order houses and mail-order departments. Examine a mail-order catalogue description of any given article and see how much more real information it gives than the usual style of trade catalogue or magazine advertisement. It makes the mail-order buyer a more intelligent buyer than the man who can see the goods and talk to the salesman. This is mentioned not to laud the mail-order proposition but to afford a useful hint to the general advertiser. The mail-order man gives information and "gets away with the order."

The next conspicuous example of the evolution of experience in giving more information is the department store. The old-time advertisements were mere announcements of the arrival of new lines of goods, or the suggestion to "Go to Smith's for Boots and Shoes." But experience has evolved the modern department store page and double page, which tells how many buttons there are on the sleeves of a tailored suit to be offered tomorrow morning at \$42.50.

National advertising has also been gravitating toward the specific. Occasional examples to the contrary only serve to give emphasis to the general trend in the other direction. It is one more evidence that universal experience has found out one sure thing about advertising, and that is that the spirit of the age is deliberative, and that more and more people will demand to be informed before they are willing to reach conclusions.

The effect of this spirit has been and will continue to be an era of spreading information, and of cultivating a demand for information, and a habit of considering the evidence before deciding, which will no doubt have a permanent influence on human nature. If this is true then the old order of advertising, the dogmatic, coercive type, will continue to grow less, and the informative type will continue to grow more informative and reasonable.

In the meantime the advertiser

who can observe these two types and tendencies and not learn something fundamental in regard to the tone of his own advertisements is indeed a hard man to deal with—as most people doubtless know who have ever tried to sell him something.

CHECKS SUBSTITUTION

The Cravenette Company, U. S. A., has just succeeded in administering a check to substitution in Philadelphia through forcing a settlement with John T. Gevin, a raincoat dealer of Chestnut street, who was indicted last June on the charge of obtaining money under false pretenses, the evidence being to the effect that an innocent purchaser had received a coat represented to be a "Cravenette" which was not. Gevin and his son, Frank C. Gevin, said to be the real proprietor of the store, paid \$475 in settlement.

This Philadelphia case is an incident in the campaign of education which the Cravenette Company has found it necessary to undertake to protect its trademark and establish the fact in the minds of retailers that all raincoats are not Cravenette goods, but only such as have been through the Cravenette rainproof process. Two members of the Cravenette selling staff have been canvassing the dealers in New York, Boston, Baltimore and Philadelphia and are now in Pittsburgh, sounding retail raincoat salesmen on the correctness and sincerity of their representations.

Where misrepresentations are known to have been made, the company takes it up by letter with the retailer. In most cases the proprietor, expressing ignorance of the circumstances, thanks the company for its information, promises to exercise care and asks to be advised of any future occurrences of a like nature.

George E. Lees has resigned as advertising manager of the American Vanadium Company, Pittsburgh, Pa., and is now connected with Fuller & Smith, Cleveland, O.

The Busy Advertisement

Ever see a cook-book that wasn't thumbled and torn? It's used—every day.

Look at the next copy of The Ladies' World you find in any home. It's worn because it's used—every day.

Is that the kind of medium you want to use?

Naturally—yes.

THE
LADIES' WORLD
NEW YORK

MAGAZINES DOUBLE BUSINESS FOR POSTAL LIFE

MAIL-ORDER INSURANCE PROVES ITSELF IN COMPETITION WITH AGENCY SYSTEM OF "OLD LINE" COMPANIES—LESS MONEY SPENT THAN BY SOME BIG COMPANIES FOR ADVERTISING ANNUAL STATEMENT—HOW SOME SPECIAL ADS PULLED

By Charles W. Hurd.

For six years now the Postal Life of New York, chief exponent of the principle of mail-order life insurance in this country, has got along without agents and has done an increasing business in the face of the interested opposition of the 200 other life insurance companies, all of which do business on the agency basis.

The business for the year just closing is said to have nearly doubled that for the preceding year, and this on a total advertising expenditure of between \$23,000 and \$24,000, an amount which, as Wesley Sisson, secretary of the company remarks, is less than some of the big companies spend on advertising their annual statement alone. The company's assets are now more than \$10,000,000 and its insurance in force, \$55,000,000.

The Postal Life campaign is an interesting one from several points of view. In the first place, it pits the printed page against personal salesmanship in a field previously monopolized by the latter, and yet makes headway. It challenges the selling methods of the older companies, which have been doing one of the biggest businesses on earth, and are supposed to be systematized and organized to the last degree. And it shows in a clear and simple way just what the prestige and pulling power of the general magazines are on a proposition of this kind, which has to depend for its success solely on that kind of advertising.

The company was in about a dozen magazines during 1910 and doubled the number during the

past year. The full list used is as follows: *Outlook*, *Cosmopolitan*, *World's Work*, *Review of Reviews*, *Pearson's*, *Harper's*, *American*, *Munsey's*, *Scribner's*, *Century*, *McClure's*, *Independent*, *North American Review*, *Christian Herald*, *Christian Nation*, *Continent*, *Success*, *Saturday Evening Post*, *Leslie's*, *Literary Digest*, *Scientific American*, *Collier's*, *System*, *National Geographic Magazine* and *Technical World*.

The advertising has not been done in what a publisher would call a consistent way. It has not been done regularly, but rather when the spirit moved. The desire has not been to build business fast but to build it carefully. The company has, in fact, been feeling its way, and for that reason has made no regular advertising appropriation, but is devoting to that purpose about a dollar a year per policy holder. As the number of policy holders grow, the expenditure for publicity will increase.

How satisfactory the results have been may be told a little more in detail. The different mediums differ in pulling quality, of course, as might be expected, and also themselves vary from time to time, partly on account, perhaps, of differences in the power of the advertisements. There is nothing invidious in mentioning what two or three mediums have done. They have not a great advantage over most of the others.

SOME ACTUAL RESULTS

"What we call our banner advertisement," said Mr. Sisson, "first appeared in the *Outlook*, February 3, 1911—a full page. It cost \$190 and brought 187 replies, which eventually resulted in \$35,000 paid-for insurance. The ad is still pulling.

"We ran the same ad in *Leslie's Weekly* on February 23, in eight inches double-column space. The cost was \$210.60, gross. It brought in 185 replies, which were turned into \$33,000 business.

"December 2, just past, we put an advertisement, about six inches double, in the *Saturday Evening*

Behold The Make-It-Pay Department

What is this vacuum called "space?"

What avails this untenanted void unless you get into it something of force and life and conviction?

Literally *nothing*.

And this was the thought when the Make-It-Pay Department of the Hill Publications was started these many years ago.

To take this empty thing—space—and put into it something more potent than the everlasting, uninteresting, unproductive "durable, efficient, economical, our age, our factory and us" stuff that disfigured technical papers and depleted advertising appropriations.

To specialize on *technical* copy and know, intimately, technical readers.

To regard ultimate results to advertisers rather than immediate profits to us—a far-sighted-paying-policy.

To put technical advertising as close to a scientific basis as possible—to *make it pay*.

Now—14 people working to

that end, and doing it for the price of white space—

That's *service*.

And that make-it-pay service may be yours if your product fits a Hill Publication.

Moreover, we'll show you before you obligate yourself one iota by submitting a *plan* and the copy after investigating your proposition.

If it appeals to you as sound, you buy the space. If it doesn't—good-day to you, sir, and no harm done.

Here are the five, Hill Publications and their fields. They make up the largest concern in the world devoted to publishing engineering papers.

To advertise machinery, equipment and supplies for metal mines use

THE ENGINEERING AND MINING JOURNAL (1866)

To advertise machinery, equipment and material for civil engineering construction work use

ENGINEERING NEWS (1874)

To advertise machine tools, machine shop equipment and supplies use

AMERICAN MACHINIST (1877)

To advertise power plant equipment and supplies use

POWER (1880)

To advertise machinery, equipment and supplies for coal mining and coke manufacture use

COAL AGE (1911)

"The Hill Publications Render Service Before and After the Contract"

HILL PUBLISHING COMPANY

505 Pearl Street, New York

Post, and it brought in 440 replies in less than a month. This is especially interesting because we can compare this with the results secured from an ad of similar size in the same magazine on October 15, 1910. We paid \$850 for that space and drew 489 replies, of which 422 came within the first month and produced \$72,000 worth of business. The num-

a half per cent, which would amount in the whole period to from twenty-two to thirty-three dollars per thousand, and in all to anywhere from thirty-three to forty-five dollars per \$1,000. This is the estimated cost of getting business by agent, as against the ten-dollar cost of doing business through mail-order advertising. These commissions are permitted and, to a certain extent, fixed by the insurance commissioners of the various states.

The company makes this comparison in a somewhat different way in its advertising. It states that it will pay the insured the commission that other companies pay to their agents, namely the forty-five per cent of the first year's premium and the seven and a half per cent renewal commission, and the office expense saving of two per cent, making up what is asserted to be an "annual dividend of nine and a half per cent guaranteed in the policy," besides the usual contingent dividends.

The whole campaign is based on the offer of economy in buying life insurance. It points out that if the applicant will take the trouble to take the initiative himself instead of putting the burden of educating him on an insurance company, he can avoid paying the agent and can keep the commission in his own pocket. He is acting as his own agent.

ADVERTISING NOW AT PUBLICITY STAGE

Circumstances make this argument more effective now than it would have been a few years ago. Thanks to the excellent advertising and personal salesmanship of the life insurance companies in the past, the public is generally awake to the wisdom of buying life insurance. Life insurance has passed out of the pioneering and educational stage into the publicity period.

Then again, life insurance is nowadays surrounded with legal safeguards. Any company which can get by the commissioners of insurance is reasonably safe; there has never been a failure



POSTAL LIFE BUILDING

The Postal Life Insurance Company
pays you the Commissions that
other Companies pay their agents.

45% of the first year's premium is the average Commission-Dividend guaranteed to each POSTAL policyholder on entrance into the Company. Other companies would pay this sum to an agent—as his commission.

That's for the first year: In subsequent years POSTAL policyholders also receive the Renewal Commissions other companies pay their agents, namely, 7 1/2%, likewise they receive an Office-Expense Saving of 2%, making 9 1/2%.

Annual Dividend of 9 1/2% Guaranteed in the Policy

And the POSTAL pays the usual contingent dividends besides—ranging up to 25% of the annual premium.

Such is the POSTAL way. It is open to you. Call at the Company's office or write now and find out the exact sum it will pay you at your age—the first year and every other.

POSTAL LIFE INSURANCE COMPANY
The Only Company Guaranteeing its Dividend
25 Nassau St., New York

See How Easy It Is

To receive steadily we need not make any application for an office or go to the Post Office to get a license.

In your letter we need to give:

1. Your Occupation
2. Your Exact Age at Your Birth.

We expect will be sent to you by the Postal Life Insurance Company.

Amounts
\$10,000,000

Insurance
in force
more than
\$55,000,000

A PAGE AD IN LIEU OF AGENTS

ber of replies received in twenty-six days this year was considerably greater than those received in thirty-one days last year, a very satisfactory showing."

Mr. Sisson sets the cost of getting business by mail order at about ten dollars per \$1,000, which is said to be very much cheaper than the life insurance companies employing agents can do it. This forms one of the strongest talking points in the advertising.

The company employing agents, pays the agent on the average, it is claimed, about forty-five per cent of the first premium, which might amount to anywhere between ten and twelve dollars, and then yearly for from ten to fifteen years, seven and

among legal reserve life insurance companies. When weak companies come to a standstill, they are reformed or reinsured by a stronger company; in either case, the policy holder is protected.

The Postal Life, therefore, is relieved of the two biggest responsibilities in an advertising campaign, and has merely to show that it does offer an economy in rates and then get action on the part of the prospect.

The suggestion that life insurance could be sold by mail was received with derision a few years ago. It was supposed to be one of those things that few men would do of their own initiative and would put off as long as possible. But educational advertising has changed the times, has practically *changed human nature*. Twenty-five thousand men have responded favorably to the Postal advertising within the last six years and practically all have been insured without having seen a single representative of the company. All business has been transacted by mail, and the medical examinations have been made in most cases by physicians known to the applicants. The fees for these examinations, by the way, are not paid by the company direct, but through the applicant, who is sent a check for the amount of the fee as soon as he is ready to see the doctor. Sent in this way, the check acts as a stimulant to action.

The follow-up is as simple as the advertising. The man who applies for life insurance by mail is unusually select as to class, from an advertising point of view. The proportion of inquiries which can be turned into business is high, and it takes only about thirty days to do it. Where an applicant betrays a little dilatoriness, he will after a time get a gentle reminder. No pressure is exerted. The following letter is the kind that generally goes out:

The company was pleased to receive your request for insurance information and you will remember that we re-

(Continued on page 26)



Newspaper advertising is quick acting commercial medicine; not only a stimulating tonic, but a tissue builder. It brings business health when it is needed most.

Times have changed; in the near past even many a so-called *Keen Business Man*, when things slowed up, when his trade was "indisposed," began his work of retrenchment, his cost and expense saving, alphabetically, and A stood for advertising.

Unfortunately for Mr. Keen Business Man, as well as for some of the rest of us, it almost invariably stood for that quickly, get-at-able kind, newspaper advertising. Most of the other kinds were tied up months ahead and there was no known earthly power that could break the bonds.

Curses sometimes lead to blessings; as the specific, touch the spot, boost the wavering, enthuse the discouraged, boom the responding nature of concentrated, defined, localized, newspaper advertising absolutely compelled recognition, its constantly in hand, easily regulated and instant control, was already a thoroughly independent feature. It was known to be as easy to start as it had been to stop, and a thousand times more profitable.

Now, "*Mr. Keen Business Man*" is learning the use of the remedy that goes straight to the spot when trade wanes there; that goes to ten spots, or a hundred, or a thousand, as easily, surely and quickly as to one.

We represent newspapers in a score of prominent cities. It is our business to supply you with every gatherable bit of information regarding these newspapers and the territories in which they circulate.

We are at your service, any time, any where.

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

IF retail merchants were like a great many general advertisers, they would place their show windows on the top floor, charge prospective customers five cents per look, and then argue that the "attention value" and "sales-efficiency" of the windows, would be increased by the very difficulties one must overcome in locating them. That the payment of the nominal sum would be a demonstration of purchasing power sufficient to afford an automobile, and indicate class and exclusiveness.

But our retail merchants reason more correctly. They realize that commercial exclusiveness is a beautiful thing in theory, but dangerous, ugly and disappointing in practice.

None of our merchants are sharing living quarters with their customers, but all of them are practicing the "open door, I'm straight-in-your-road, come-right-in" policy during business hours.

Very few of them read or like all the papers in which they advertise. But they do advertise in all the papers the people like, and more largely in those whose large circulations attest greatest popularity.

Every dollar that comes over their counters is a good, honest dollar. They don't hire an inspection bureau to see that the hand from which the dollar comes, bears evidence

of class. Purchasing power is exemplified by the presence of the customer, and the payment by him for the merchandise bought.

If the general advertiser will study his market as does the retailer to whom he is selling his goods, he will learn the advantages to be gained from a publication enjoying great circulation in the zones in which he wishes to create and increase the demand for his goods.

For instance:

In New England there are located 1,520,537 families. The combined circulation of the four Sunday Magazines in New England is 1,081,276.

American Sunday (Monthly) Magazine . . .	393,562
Associated Sunday Magazines.....	295,265
Monthly Magazine Section.....	343,561
Illustrated Sunday Magazine.....	48,888

1,081,276

We are desirous of giving the advertisers all the facts in our possession, and we have compiled exhaustive and interesting data, that will demonstrate how space may be economically purchased and applied.

More than 2,000,000—\$5 per line

American Sunday (Monthly) Magazine

W. H. JOHNSON, Advertising Manager

New York Office
23 East 26th St.

Chicago Office
908 Hearst Building

plied promptly, giving you full particulars; as the decision to proceed then rested with you, we hesitated to pursue the matter.

Realizing the importance of insurance protection, however, and sensible of the danger of putting it off, we feel a sort of responsibility toward every one who writes us, and trust, therefore, that you will not take it amiss if we now send you this reminder to take the matter up.

We also enclose one of our recent advertisements, together with information about our Policyholder's Health Bureau; likewise a little folder pointing out afresh the money-saving features and the advantages of the company's no-agent way of doing business.

Bear in mind all Postal Policies are approved by the State Insurance Department and guarantee a first-year Commission-Dividend, also a dividend of 9½ per cent in each subsequent year as shown in the "illustration of low net cost" at your present insurance age. You get the usual contingent dividends besides.

Let us send you a Policy on approval—Whole-Life, Limited-Life or Endowment.

The Preliminary Application will bring it.

May we not hear from you?

The mail-order insurance prospect is also select when it comes to the matter of renewals. There is less lapse in mail-order insurance than there is under any other form of life insurance, according to the statement of the insurance commissioners. The man who makes up his mind for himself, after investigation, without the intermediation of any agent, will generally see the thing through. In the book business, only some five per cent of those who order by mail discontinue payments, as against twenty per cent of those solicited by agents. The figures may be somewhat different for life insurance.

At all events, the character of the insurants makes it possible to dispense with a collection department. The checks come in regularly, and the correspondence, for the most part, can be reduced to a few simple forms.

Besides the advertising of the character previously noted, there have been other advertisements of a colloquial nature which the company has run in three or four magazines. These are little imaginary domestic dramas, or dialogues, of a few hundred words, intended to bring out in a suggestive way the main points

of the appeal. They have shown about as much pulling power as any of the other kind.

A four-page insert is now being prepared for insertion in the *Outlook*. It is prepared with the evident intent to secure prestige, and for that reason much is made of the fact of the company taking over the Provident Savings Life Assurance Society and its building in the heart of the financial district in New York City. The transformation of that district within a few years by the change in methods of building, as well as those of doing business, is used as a prelude to suggest the revo-

CONSERVATION for POLICYHOLDERS DECISIVELY EXEMPLIFIED in the POSTAL LIFE-INSURANCE COMPANY

INSURANCE IN FORCE MORE THAN \$50,000,000
ASSETS MORE THAN \$10,000,000

When you come to think it over—

It isn't necessary or advisable to wait until you are old and feeble to get insurance.

From first to last, the company may make you extra money.

When you come to think about a policy for any purpose, the young folks, for education, for business, for the national way, is to deal direct with the POSTAL LIFE.

You may escape consideration, however, of the company's collection of money which is to fill out, while still living, on the company.

The POSTAL LIFE-INSURANCE COMPANY is a company of the United States, and its policy is to make the most of the money it gets.

The saving is done and done, making the net cost of your insurance in the POSTAL LIFE lower than in any other company.

It is to keep your business to see out the middleman when you pay, for you can't always do it. In arranging a POSTAL Policy you can see him, and save money for yourself just as

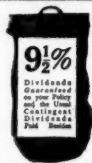
the company does and get doing to community increasing insurance.

The POSTAL LIFE is now in a large country with no other as small. It has paid out in claims to the United States and in Canada, including American residents in foreign countries.

And these policyholders are not only getting good value for their money, but also saving.

It will pay you to find out what the Company will do for you (personally) just write and say: "Mail me personal particulars about insurance or for Outlook advertisement of February 1st."

Postal Life-Insurance Company
Fifth Ave. and 44th St.
New York



Why not write to the POSTAL?

It has ample capital and no debt, and its policy is to make the most of the money it gets.

From first to last, the company may make you extra money.

When you come to think about a policy for any purpose, the young folks, for education, for business, for the national way, is to deal direct with the POSTAL LIFE.

You may escape consideration, however, of the company's collection of money which is to fill out, while still living, on the company.

The POSTAL LIFE-INSURANCE COMPANY is a company of the United States, and its policy is to make the most of the money it gets.

The saving is done and done, making the net cost of your insurance in the POSTAL LIFE lower than in any other company.

It is to keep your business to see out the middleman when you pay, for you can't always do it. In arranging a POSTAL Policy you can see him, and save money for yourself just as

the company does and get doing to community increasing insurance.

The POSTAL LIFE is now in a large country with no other as small. It has paid out in claims to the United States and in Canada, including American residents in foreign countries.

And these policyholders are not only getting good value for their money, but also saving.

It will pay you to find out what the Company will do for you (personally) just write and say: "Mail me personal particulars about insurance or for Outlook advertisement of February 1st."

Postal Life-Insurance Company
Fifth Ave. and 44th St.
New York

IMPRESSING THE IDEA OF CONSERVATISM

lutionary nature of the new method of selling life insurance, which, one must infer, must supplant the old.

"The old method can compete with the new only for a limited time," said Mr. Sisson. "The economies effected by the new method are too great to remain unnoticed for any great period. We have the field to ourselves at present, but it will probably not be long before we have company. The real competition to us will not come from the old companies. They cannot change their meth-

ods, or even attempt to change them, because their agents would leave them and they are under contract to thousands of agents for the payment of renewal commissions. We are too young to have hurt them very much thus far, but they will feel it sooner or later, and there will be a problem for them to solve."

NATURAL LAW APPLIES

PHILADELPHIA, Pa., Dec. 27, 1911.
Editor of PRINTERS' INK:

It seems to me that Frank B. Hutchinson, Jr., is right in his contention that it would be impractical for any advertising club or association to undertake to pass on the qualifications of advertising men and to issue certificates or licenses.

How could advertising men or supposed advertising men be required to submit to examination? And, as Mr. Hutchinson points out, what attention would employers likely pay to the certifications of a club or an association?

We know that some men who admit their inability as copy writers are strong when it comes to outside advertising work. And there are those in the retail field serving their employers satisfactorily who probably couldn't hold down jobs in the national field.

Some society, such as mechanical engineers have formed, might be well

enough as a mark of distinction for men who have performed unusually well, but tests and certifications designed to separate the sheep from the goats will not, in my opinion, ever come.

Who shall be permitted to study advertising? is a question that has given concern to clubs, forums and schools of advertising; and so far as I know, no one has found a satisfactory answer. Various prominent and thinking men to whom I have propounded the question differ widely in their views. After considerable experience in the educational side of advertising work, I am not much nearer to being able to answer the question than I was at the outset. I have seen barbers, carpenters, and others that I really disliked to see take up the study succeed, and I have seen young men of good education and some business experience flunk miserably. I know that heads of large copy departments in advertising agencies have seen just what I have seen.

After all, do not these questions settle themselves by a survival of the fittest? If a man has the right stuff in him, he will win out in the advertising field without any certificate. And if he hasn't the right stuff in him he will fail on his own demerits. I do not think that advertising men can set themselves up as judges. If an employer can pick his stenographer, his bookkeeper, his salesmen, his sales manager, his advertising agency, on merit, why not his advertising manager, his copy-writer or his advertising solicitor?

S. P. R.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

THE STRATEGIC SELLING PLAN

ONE PRINCIPLE OF COPY THAT HAS SOLD GOODS—HOW A FOOD MANUFACTURER TIED HIS ADVERTISING TO ONE LEADING FEATURE WITH EXCELLENT RESULTS—FINDING THE POINT THAT WILL SELL THE GOODS TO THE LARGEST NUMBER OF PEOPLE

By *W. W. Garrison,*

Of the Hudson Motor Car Company;
Formerly of Copy Staff of Lord
& Thomas, Chicago.

[EDITORIAL NOTE:—This is the first of a series of four articles on "Copy Laws," of which there are a dozen that have been crystallized from the methods of writing productive copy employed by some of the most successful advertising men in this country. These basic principles, applicable to all copy, have been known as constant producers of orders.]

A great American institution which sells a food product of national consumption was investing a respectable sum each year in advertising—this about three years ago.

In those sections of the country where it was feasible to sell the goods, the concern had good distribution and the advertising seemed to move the food off the grocers' shelves at a pace rapid enough to satisfy the officers of the institution.

Peculiarly the concern depended upon special sales. Whenever it was necessary to stimulate the market good-sized copy, telling of a "special sale" which was to start a few days later, was run. This, in the usual instance, sold enough of the product to make the concern agree that their advertising was productive.

But one ambitious official was desirous of abolishing the spasmodic selling efforts and make the business steady in all sections throughout the selling season.

He figured that to do this the "special sale" idea had to go. It would be necessary to increase the productivity of every piece of advertising that ran—to make it sell more goods. Other directors of the institution had long felt the need of some special move like that, but had grown

to believe that a "spasm business" was about the only way to remain leaders in their line. For nearly a year the ambitious official racked his brain for the advertising method that would accomplish the desired result.

The idea struck him one spring morning, close to the opening of the selling season, that the household utensil with which some of the higher type of American families served the product on their tables, was especially attractive. He investigated the subject and found the sale for the utensil was not heavy.

He also learned that the articles could be purchased at wholesale for less than a dime apiece. This led to the evolution of this strategic selling plan.

AN APPROPRIATE PREMIUM

The institution would give these utensils to housewives who used their product, providing the housewives would send in a sufficient number of labels plus six two-cent stamps. The utensil at retail was worth about fifty cents. The selling plan tied up perfectly to the central idea behind the product, for the article was the proper thing with which to serve the food.

Consequently several thousand of the articles were purchased at wholesale. Newspaper copy was prepared, featuring the gift first and the product in connection with it.

The try-out territory was selected, salesmen were sent out carrying samples of the gift, folios of the advertising and plenty of enthusiasm to put the idea over with the trade.

Dealers were heavily stocked. They hung posters in their windows announcing the fact that they sold the goods with which the gifts were offered and awaited the appearance of the advertising.

The selling plan was an immediate producer. And it gained force as it went along, for housewives helped spread the news of the gifts and lent additional selling force to the advertising, where the particulars of the offer were made known.

Helping the Local Dealer Sell Goods

¶ The local dealer is not to be denied in an advertising campaign. His viewpoint and opinion should occupy an important place in your selling organization plans.

¶ Are you getting complete co-operation from your dealers in Philadelphia, Montreal, Indianapolis, and Washington? Are you doing your part to keep the dealer interested? General publicity alone will not accomplish this. Local newspaper advertising used at the right time will have a wonderful effect on bringing the dealer into line.

¶ I have a plan to lay before any interested manufacturer, which I believe will secure full dealer co-operation in either Philadelphia, Montreal, Indianapolis or Washington through a campaign of advertising in the following high grade home *evening* newspapers—*The Philadelphia Bulletin*, *The Montreal Star*, *The Indianapolis News*, or *The Washington Star*.

¶ A little booklet on the subject of "Territorial Advertising" is just from the press. Mailed to any manufacturer on request. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York, N. Y.

Re-orders from dealers began to come fast. The central office of the institution which received the labels and stamps and shipped out the gifts, pretty quickly felt the stress of the demand and had to be enlarged.

Then, as quickly as the idea was seen to be an unqualified success, it was spread out all over the territory which the institution covered. The new selling plan supplanted the old "special sale" advertising copy.

At the end of the year more than 2,000,000 of the utensil gifts were in the hands of housewives. The institution from which the food company purchased the article, reported when the year was over that demand for the utensil had multiplied four times over—this in addition to the 2,000,000 given away by the food concern.

And what was important to the latter, the business had grown from one of spasmodic orders to a steady influx of orders. The following year, in order to win new territory and hammer old territory harder, the concern decided a quadrupled advertising appropriation was warranted.

That was the result of exerting the force of strategy by putting a definite selling plan behind the copy. The official who uncovered the scheme intuitively clung to the central idea behind the food product. He did not deviate, in a single advertisement, from the big idea—the reason for the existence of the product.

And on that central idea he hung a selling plan that careful investigation showed had the biggest chance to make good—to sell the food steadily. The idea is in operation to-day in most sections of the United States and is paying out in the same proportion to the expenditure that it did almost from the start.

The reason that advertising achievement is told here is because it emphasizes the thing that should fortify the productivity of every piece of copy written—a strategic selling plan.

Naturally the selling plan need not have for its basis a gift, al-

ways. In fact there are many products sold to classes that such a selling plan would not attract, in large numbers.

But a definite, central-selling-idea plan is an absolute essential to make every advertising dollar bring home the maximum profit. A lopsided selling plan, naturally, must defeat its purpose. But a sane, businesslike selling plan—one built on the firm foundation of the product's central idea—will not fail when properly executed.

And that is the first function of the advertising writer who plunges into a campaign. When a number of men, who are famous in the advertising field, are ready to master certain selling situations, their first care is to dig out the basic selling idea behind the product and give it unmistakable shape in a sound selling plan. The actual execution of the copy itself is a matter of small moment when this has been done.

One of the greatest, if not the greatest, of strategic selling plans is the six-months' guarantee originated by the Holeproof Hosiery Company, of Milwaukee, Wis.

The central idea behind Holeproof is its long-wearing qualities.

The expression of this in definite, salable form, became the function of the six-months' guarantee, which the Holeproof Hosiery Company were the first to devise.

Yet it is by no means so costly a selling plan as to be prohibitive, for only four per cent of all Holeproof hosiery sold, it is said, are returned for replacement.

The selling plan of the great food institution, told above, put no expense upon the institution in offering the gift utensil to the consumer. It allowed the consumer actually to get the articles at wholesale cost, minus the jobber's and retailer's profit. The fact that the consumer paid for the articles in stamps gave it the certain appearance of a gift.

There would be a puny advertising graveyard if the sort of

business strategy that is embodied in a definite selling plan, were woven into all advertising copy—and the copy that is successful would take on an effectiveness that would yield heavy profit.

SELLING PLAN BACKBONE OF COPY

The maker of a certain article in general use all over the country was famous in the trade. He had built large numbers of the type of articles which he was then selling and was well known for the fact that no product of his had ever failed to be successful, both from the consumer's and dealer's viewpoints.

It took a keen advertising man to discover for this manufacturer the fact that he himself constituted the central selling idea behind the product—the best argument why the consumer should purchase it.

So the advertising man made his selling plan the maker's business reputation—his accuracy in devising the best goods possible. He carefully laid out a definite selling plan, embodied in a recital of this man's success in the past and climaxed his copy with the story of the advantages possessed in the product offered for sale.

The copy was an instantaneous success.

It resulted in the concern jumping from twentieth position, in point of volume of business, to fifth position within one year.

This was merely another bit of evidence of the fact that the definite selling plan is the quickest method for exciting demand.

The digging out of a selling plan may be a matter of many months. The writer has known of cases where the crystallization of a product's selling points in a single, concrete plan, took years. But when the idea was arrived at the advertising results were sure.

The product with "dozens of talking points" is far better off if the plan behind the copy which advertises it merely embodies its biggest point alone—the point that can be counted upon to sell it to the great majority of peo-

Read

No woman
would
regularly and
religiously
read the
Woman's Home
Companion
unless it
administered
to her wants.

ple; for the human brain, after all, is small, and if a single definite selling impression is given an indelible place in the composite consumer's mind the eventual result is sure.

That single impression should be the central idea behind the product. Making it indelible so that it sells the goods to a maximum number of people is the duty of the strategic selling plan.

When that is determined, comes the structure of the ad that is to stage the selling plan—the layout for the copy. Then comes the vitally important matter of the headline and last the writing of the copy itself, which the copywriter usually finds is simple when the rest is done.

The next article in this series, to be published in an early issue, will explain the structure of the ad.

WOULD IMPROVE VALUE OF SIGNS

ESKAY'S ALBUMINIZED FOOD.
Smith, Kline & French Company.
PHILADELPHIA, PA., Dec. 29, 1911.

Editor of PRINTERS' INK:

Community advertising is usually referred to in connection with some particular city. I make reference to all cities, but more particularly to small cities and towns, or even villages. Have you not found when riding along in a railroad train and watching the landscape and scenery through the window, suddenly flash by some small town in which there was some particular building to attract your attention? If the town was of some size, probably several buildings along the line of railroad track attracted your attention, and you wondered what they were. They looked like factory buildings, and probably were, but what kind of factories? If this was your first, or second, or even third or fourth trip over the road, and these same buildings had interested you, you would very likely turn to your fellow-passenger and ask for information, only to find that he probably was no better posted than yourself.

Again, you may have noticed that some of these factory buildings bore the name of the manufacturer who occupied the building, and even some buildings in addition to the name told what kind of goods were being manufactured in the building, "John H. Smith & Co., Makers of Fine Cut Glass Ware." Should you happen to be in the line of business in which you used cut glassware, or made an article for sale to manufacturers of cut glassware, you would be doubly interested to know where John H. Smith & Co. were located, and yet, there was nothing

on their factory building, nor on any other building, to indicate the name of the town.

The question, therefore, that comes to my mind is, why do all towns who enter upon an advertising campaign, overlook this one great asset, viz. *the factory building along the line of the railroad tracks, from one end of the town to the other.* I have traveled all over this great and glorious United States for more than twenty years, and this thought has occurred to me hundreds of times, and it occurs to me every time I ride on the train.

I am pleased to note that the Pennsylvania Railroad must have had the same idea, because they have inaugurated a system of putting signs on their railroad station platforms, and on their railroad station proper, to guide the traveling public so they may know, even when riding on the fastest express train, the name of each station along the line. Not only one or two signs to the large depot, but even the smallest cities on the line are being equipped with signs on each side of the platforms, as well as on each end of the station, even though it be the smallest "flag stop."

The signs have a dark background with the name of the place, and a border in yellow. They can be read very plainly by every passenger on the train, so that if some particularly striking bit of landscape or scenery meets the traveler's eye, and the spot is unknown, it can be readily located by simply looking out the window to see the name of the next station. I have not been told that these signs were installed for that purpose, but this certainly is one good excuse for their existence. But these signs do not appear on all railroads, nor yet on all branches of the Pennsylvania system. Why, therefore, do not the factories along the line of travel add the name of the town to their signs and thus advertise the community in which they are located, as well as give information to any one of the traveling public who may be interested in their particular products, either as a buyer or a seller.

C. H. BENKARDT.

THE WORK OF THE MIDDLEMAN

The New York Times, in a recent issue discusses the interesting experiment that Des Moines has been trying in an effort to decrease the cost of living by establishing an open market at which the producer is brought directly into contact with the consumer. The Times admits that the plan has worked well, but does not believe that the work of the middleman has been eliminated:

"But these benefits have not been obtained for nothing. The farmer is devoting to distribution not a little of the time he formerly devoted, or could have devoted, to production, while the consumers are not only doing their own marketing further from home than they have been accustomed to go, but they are carrying their own bundles and baskets, instead of having them delivered."

Pictorial Review

for 1911

Gained 21,625 Lines NET

This gain is over
19,000 lines greater

than that of any
other publication
of its class. There
must be value back
of these remark-
able increases.

*Circulation books always
open to advertisers*

PAUL BLOCK, (Inc.)

Boston

New York

Chicago

1911 Another Banner Year For the Boston Globe

The total business of the Boston Globe for the year 1911 was the largest in its history.

In advertising the Globe made a new record, printing **8,376,061 lines** of advertising. This was a **gain** for the Globe of **447,953 lines** over 1910, and was **2,227,821 more lines** than appeared in any other Boston newspaper during the year.

During the year 1911 the Globe printed **498,600 Want advertisements**, a gain of **18,723** over 1910, and **340,556 more** than were printed in any other Boston newspaper.

The Boston Globe in 1911 printed **16,854 more lines** of **Automobile Advertising** than appeared in any other Boston newspaper.

The cash receipts from circulation for December, 1911, were the largest of any one month in the Boston Globe's history.

Circulation Averages of the Daily Globe:

The Average
Circulation of
the Daily Globe
for 1911,

184,614

The Average
Circulation of
Daily Globe for
Dec., 1911,

187,178

The Daily Globe has a larger circulation than that of any other two-cent newspaper published in the United States. The Daily Globe is circulated in the homes of Boston and its surrounding territory, among the people who answer advertisements and who have the money with which to respond to them.

Advertising Totals for 1911

The total advertising in the four Boston newspapers having Daily and Sunday editions for the year 1911 was:

1. **Boston Globe**.....8,376,061 lines
Showing a gain of 447,953 lines over 1910
2. **Second Paper** 6,148,240 lines
3. **Third Paper** 5,855,750 lines
4. **Fourth Paper** 3,258,825 lines

The above totals include all kinds of advertising from that of the big department store to the smallest want advertisement.

Total Want Advertisements for 1911 :

1. **Boston Globe**.....498,600 Want Advts
Showing a gain of 18,723 advts over 1910
2. **Second Paper**.....158,044 Want Advts
- ☞ **Globe's Lead**.....340,556 Want Advts

Want advertisers trace results. They know just what they get for the money they expend in advertising. In Boston they use the Globe.

Total Automobile Advertisements for 1911 :

1. **Boston Globe**.....304,188 lines
2. **Second Paper**.....287,334 lines
- ☞ **Globe's Lead**.....16,854 lines

To sell automobiles in Boston and New England, advertise in the Globe.

Circulation Averages of the Sunday Globe:

The Average
Circulation of
the Sunday
Globe for 1911

323,147

The Average
Circulation of
Sunday Globe
for Dec., 1911

324,476

The Sunday Globe is recognized as one of the best advertising mediums in the world. Circulated in the homes of the substantial and well-to-do people of Boston and New England, it brings phenomenal results to advertisers.

TRUSTING THE PEOPLE

EXPERIENCE IN INSTALMENT PLAN SELLING SHOWS THAT TRUST OF THE PEOPLE IS A BIG ADVERTISING ASSET—PEOPLE PRACTICALLY ALWAYS PAY IF THEY GET ENOUGH ENCOURAGEMENT

By Thomas Russell,

Advertisement Consultant, Clun House,
London, England.

The fact that about ninety-six per cent of people are honest enough not to incur obligations which they cannot fulfil is a comparatively modern discovery. Probably it was discovered in America before it was discovered here in England, and perhaps your people are more solvent than ours. I am quite sure that they are better readers of advertising and more ready to show confidence in advertisers.

It was an American who came to this country with the belief in the general honesty and solvency of the public as one of his most valuable assets some fifteen years ago. When Mr. Hooper joined hands with *The Times* in the first Encyclopedia Britannica campaign and started in to sell a thirty-pound book by monthly instalments, not to people whom he had seen and sized up and investigated, but practically to anybody who wanted it, he introduced practical faith in public honesty on a scale that cannot be said to have been tried before.

When furniture and pianos first began to be sold on the instalment plan—the three-years' system it was called—the people who worked this kind of business used to make rigid investigation of the solvency of every one who bought from them. The business was always done in person. The purchaser perhaps did not have enough confidence in the seller to buy the goods without seeing them, and the seller did not have enough confidence in the purchaser to let the goods go without seeing him. The agreement of sale was hedged about with all sorts of fine legal restrictions and safeguards, so that a man who

bought a roomful of furniture on the instalment plan had to be careful which way he sneezed for fear the trader might come and take the furniture away with him and hold on to all his instalments.

"HIRE" PLAN INVESTIGATED

The harsh way in which "hire purchase" (English for "instalment plan") agreements were enforced in some cases threw general discredit upon the instalment plan business. *Truth*, an English weekly which makes a strong feature of attacking any sort of abuse which it can find, and makes a pretty fierce search for abuses so as to keep up the supply, made a general attack upon instalment plan trading. As a general rule, the abuses attacked by *Truth* very well require attacking, and *Truth* has done some useful work in exposing them. But the general attack on instalment plan furniture selling brought up the late Mr. Catesby, who was one of the most successful people in that line, and he got the editor of *Truth* to investigate his plans and practice, with the result that *Truth* very cheerfully admitted that the Catesby methods were equitable and not harsh.

More recently, the *Penny Illustrated Paper* took up some complaints of harsh behavior on the part of instalment plan firms, and exposed them; but being invited by one or two other concerns in the furniture business, the paper investigated their records and gave them a certificate of conduct which must have been very valuable. The firms whose methods were thus investigated subsequently did a little advertising in the *Penny Illustrated Paper*.

But when Mr. Hooper had shown by the persistency with which he advertised his instalment plan books—first the Encyclopedia Britannica, then the Century Dictionary, and then other expensive books—that you can, in fact, trust the public as a general principle, other people began to trade on the same basis. Benson a watchmaker on Ludgate Hill, will sell you watches on the instalment plan—delivery

with the first payment, and monthly instalments for the balance. The Kinora Company sells a nineteen-pound cinematographic camera by monthly instalments of five dollars. The Daily Mail Newspaper Association, or one of the publishing concerns allied to it, has published a number of books on the monthly instalment plan. Many important piano manufacturers deliver a piano for a small payment and will collect the balance month by month.

PERCENTAGE OF LOSS SMALL

Experience all round indicates that the losses on an instalment plan proposition, where the goods are fairly described in the advertising and are of good value, work out at about four per cent. I do not say that the other ninety-six per cent all pay without a little persuasion. There is a certain proportion who require drumming up for their instalments, and even a certain proportion that has to be sued now and then. But when all the necessary methods of col-

lection are employed, four per cent covers losses.

Instalment plan trading divides itself into two sections: The section where, if the instalments are not kept up, the goods can be returned and the bargain called off; and the section where the purchaser has got to keep the goods, and pay for them, in any case. Some of the piano people leave the purchaser quite free to give back the piano and stop his payments, and one concern, the oldest English piano manufacturing house, John Broadwood & Sons, Limited, not only takes back the piano and cancels the bargain if the purchaser wants, but also returns him the difference between what he has paid in instalments and what he would have had to pay if he had hired the piano for the same period. Some furniture houses take out a life insurance policy on the purchaser's life, and pay the premiums until the instalments are all finished. If the purchaser dies during the currency of the agreement, the policy pays

If You Were Back in 1870

Think how enormously you could increase your business in competition with the dry-as-dust advertising methods of those days!

Yet an important branch of advertising—*Sales-Letters*—is as poorly done *now* as *all* advertising *used* to be.

And the few exceptions reap the reward.

If you have neglected this golden opportunity for the same reason as most business men—because you have seen nine Sales-Letters out of ten go directly into the waste-basket—think of what the exceptions accomplish and send immediately for our free booklet "What Sales-Letters Can Do" which shows how, by using scientific methods, *your* letters will be the *exceptions*. Smaller matters than this have brought large profits, so send for it now, this minute.

SHAW ADVERTISING COMPANY

538 HEISEN BUILDING

CHICAGO, ILLINOIS



Commerce is just as large a function of a nation as government.

The advertising department of McClure's is just as important as the editorial department, but unless the editorial department has influence, the advertising department is worthless.

No magazine can be too good to be an advertising medium, and no magazine can be a good advertising medium which is not a good magazine in the truest and best sense of the word.

McClure's

off the balance of the instalments, so the widow gets the furniture without any charge upon it.

One medicine concern that works on the Trust-the-Public principle is the Vitæ-Ore Company. Vitæ-Ore is a dried mineral spring residue imported from America. It has to be mixed with water and makes a chalybeate tonic. The Vitæ-Ore Company will send a month's supply on the simple promise to pay for it if it does the purchaser any good. If it does not, or if he says it does not, he can have the bill cancelled by writing a postal card. This shows a pretty robust faith in the medicine. The Vitæ-Ore Company tell me that they can work this scheme all the year round with a good profit. They know that there is a certain number of people who beat them; but there are enough people who pay and order further supplies to make the offer profitable. Of course, this could not be done if the goods were not right.

A PRIZE DEFINITION OF "SALESMANSHIP"

Because he believed that the definition of the term "salesmanship" appearing in Webster's dictionary was inadequate, Richard H. Waldo, advertising manager of *Good Housekeeping Magazine*, recently offered the Pittsburgh Y. M. C. A. classes in salesmanship and advertising a prize of fifty dollars for the definition that would best explain the term in its modern meaning. Fifty-one definitions were submitted and the five judges awarded the prize to H. W. Walberg on December 23 last.

Mr. Walberg's definition follows: "Salesmanship is the manner, method and art of most economically effecting the exchange of an article for money to the equal and permanent satisfaction of buyer and seller." The dictionary states that salesmanship is "the art of selling, or the ability to sell, goods."

"This may not perfectly express the whole idea of salesmanship but at least it comes nearer than the academic notion as given altogether too succinctly in the dictionary," Mr. Waldo comments.

DID SHE BUY?

A young lady was trying on a pair of shoes and asked the clerk if he didn't think one of her feet was larger than the other. "No," he replied diplomatically, "I should say that one was a trifle smaller than the other."

SAN FRANCISCO STATES HER CLAIMS

"We do not consider the securing of the National Convention of the A. A. C. of A. as a mere question of cities preparing to out-rival each other in the matter of entertainment," writes President Woodhead, of the Advertising Association of San Francisco in a letter to PRINTERS' INK in which he puts forth at length the reasons why San Francisco believes that her forthcoming invitation to hold the 1913 convention there should be accepted.

The chief points upon which San Francisco bases her claim to the 1913 convention are briefly outlined by Mr. Woodhead, as follows:

1. We want to bring the makers, the users and the producers of advertising to the Pacific Coast in 1913 in order that they may more fully appreciate what we need and what we should do to increase their efficiency in advertising.

2. We want you here in order that you may see what we produce, and teach us and our producers how properly to market our products, and if in so doing you increase your advertising accounts through helping us to increase our efficiency, we shall have doubly served a good cause.

3. We offer to the men of the smaller communities valuable education in community publicity and advertising.

4. We believe that your presence in 1913 will do more than anything else toward teaching the directors of the great Panama-Pacific International Exposition to be held in 1915 the need for big advertising appropriations.

RINEAR SUCCEEDED BY HARRIS

The White Company, manufacturers of automobiles, Cleveland, O., have issued the following printed announcement. (L. W. Rinear until recently was the advertising manager):

The White Company takes pleasure in announcing that Mr. James A. Harris, Jr., of the Sales Department, has been appointed advertising manager.

CLEVELAND

DECEMBER THIRTIETH
NINETEEN ELEVEN

LOCAL DEMONSTRATIONS THAT HAVE PRODUCED RESULTS

HOW CERTAIN ADVERTISED COMMODITIES HAVE WON SALES IN HOTLY CONTESTED TOWNS—EXCLUSIVE AGENT FOR FIRELESS COOKER TURNED ADVERTISING INTO SALES OVERNIGHT BY CLEVER DEMONSTRATION

By Clayton A. Eddy,

Advertising Manager of the Detroit Stove Works, Detroit, Mich.

In many instances advertising campaigns fail to connect because of the fact that the prospective customer is at a loss to know where the product advertised can be purchased without writing the manufacturer for further information. It is well known that a great many people will not do this. The national advertising interests them, but a link is missing in the chain that connects product to buyer.

The solution of this problem has in a great many instances been found in the local demonstrations in the stores of dealers selling advertised lines.

The manufacturers of an electric fireless cooker had arranged for an extensive advertising campaign; in fact, they had used considerable publicity in the leading magazines throughout the country. A house furnishing dealer in one of the large cities had the exclusive agency in that city for this electric fireless stove. He realized that other dealers were selling fireless stoves and that the reader of the advertisement of the product he was selling might be interested, but unless he could be acquainted with the value of this make of fireless stove by demonstration, he would not get the full value of the manufacturer's advertising.

He arranged for a demonstration to last for one week in his store. During the demonstration roast meats, boiled dishes, pies, cakes and stews of various sorts were served to those visiting the store to acquaint them with the flexibility of this method of cooking. As the juicy roast beef, hot

biscuits and appetizing cakes were served, together with a talk on the value of this particular kind of fireless stove, the demonstrator was pretty sure to close a sale with a large majority of those present.

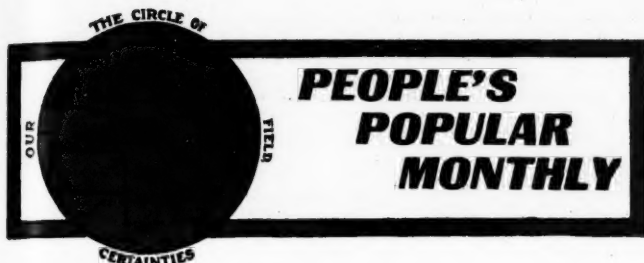
In addition to the local demonstration the merchant arranged a guessing contest. The first person making the largest number of names of foodstuffs, using the letters in his firm name, before a certain date, would receive as the prize the advertised fireless stove. This offer, in connection with the demonstration and advertising, added interest and sold the fireless stoves with a rapidity which surprised him.

A cigar manufacturer placed a new brand of cigars on the market. He advertised them in a national way. For some reason they were not selling as they should in his home city so he arranged with a local dealer for a demonstration.

In the window of the dealer's store was an experienced cigarmaker making cigars. During the course of the demonstration the cigarmaker would show to those on the outside the kind of tobacco leaves that went into the making of this particular cigar. He showed that no small pieces or stub ends were used—nothing but the very finest selected leaves of the best tobacco. As he went through the various processes of the making of the cigar, cards describing these processes were placed in the window.

Those the demonstration interested who stepped inside to ask for this particular cigar were further shown by another demonstrator from the factory just why this cigar was better than those ordinarily sold at the same price. Samples of the leaf were shown and the care taken in the rolling and making of the cigar were explained. Purchasers during the demonstration were given a coupon for one extra cigar with the one bought as a sample.

This manufacturer established a trade on that cigar which could not be taken away from him because the buyer knew just how the cigar was made, the kind of



Why Wait Longer?

Why wait longer to enter the small town and rural field?

One of the largest advertising agencies says that few national advertisers can afford to neglect the rural and small town field during 1912.

Have YOU ever thought of it in that way?

Never again will there be such an opportunity to invade a virgin market, the richest in the world, right at your door.

Such an opportunity comes but once. Will you grasp it?

There were a few pioneers in 1910.

In 1911, there were many more.

In 1912, the small town field will be THE field for dozens of aggressive national business builders.

Is it not time for you to act? There is but one time to strike—when the iron is hot—and that is NOW.

The rural and small town market is no longer an experiment.

It has been tested and proved.

Many a manufacturer has spent a fortune to help the city dealer and found that it was the small town dealer who sold the goods without help.

The small town dealer will boost your goods; the large city store will take the customer that your advertising sends it and sell him "our own special brand."

Why keep trying to push through this stone wall? Why not advertise for the small town dealer who has no special brands of his own to push.

To cover this rich field, there is one direct, effective and economical way, and that is the rural and small town magazine. For the great middle west where results are greatest, the People's Popular Monthly is the logical medium. It concentrates its circulation and covers this field as no other magazine. For proof address

People's Popular Monthly

DES MOINES, IOWA

W. E. RHODES,
1017 Unity Bldg.,
Chicago, Ill.

R. R. RING,
711 Globe Bldg.,
Minneapolis, Minn.

C. A. COUR,
409 Globe Democrat Bldg.,
St. Louis, Mo.

DAVID D. LEE,
1702 Flatiron Bldg.,
New York City.

O. G. DAVIES,
306 Gumbel Bldg.,
Kansas City, Mo.

tobacco that went into it and information which convinced him he was getting his money's worth.

A dealer selling a widely advertised mattress linked his store to the advertising by arranging with the factory for a local demonstration. He secured a number of bales of cotton and placed them in the center of the window. Some of these showed how the material looked after coming from the carding machine and others after it had been through the drying kiln. These various processes were explained by well-written window cards. In the center of these he placed a small colored boy wearing a typical Southern costume who was industriously picking cotton, and which served at the same time to show the initial part of the manufacturing process.

Inside the store was another demonstrator who showed sections of the mattress, how it was manufactured, the care taken in the sorting and selection of the cotton, and also demonstrated that there was no filling used in the mattress outside the pure cotton. After a demonstration such as this, those at all interested in buying a mattress were pretty certain to either order one on the spot or go away with their minds fully made up that as soon as possible they would buy this particular kind of mattress. Many of those who did not order at once left their names and addresses with the demonstrator and the merchant then followed these up with attractive literature furnished by the manufacturer.

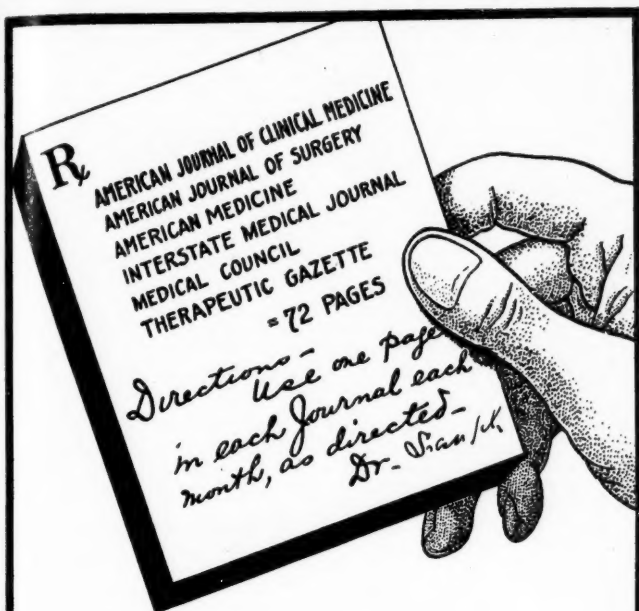
BAKE PIES TO SELL MINCE MEAT

A grocer in a small city secured the sole agency for a widely advertised brand of mince meat. This mince meat sold at a higher price than the ordinary brands, and in order to introduce this to his trade and acquaint it with the reasons for charging more he arranged for a store demonstration. The firm manufacturing the mince meat had used large space in women's publications and domestic science magazines to acquaint the house-

wife with the reasons for buying this particular brand. The dealer knew that behind him he had the prestige of this national advertising and the fact that it was not an unknown proposition. He linked this national advertising to his store with a four-day demonstration.

He secured the names of all the housewives living within the radius in which he drew trade. To each of these names he mailed an attractive invitation suggesting that they call at his store on any of the four days named in the invitation and sample a piece of juicy mince pie made from the Blank Mince Meat by a famous cook. A section of his store contained a table nicely spread with fine linen and individual dishes and forks with which to serve the pieces of pie. The demonstrator baked the pies in full view of those in the store and during the baking process explained about the good qualities of the mince meat and why every housewife would have better pies by using this particular brand. The merchant acquainted hundreds of those in his vicinity with this special brand of mince meat and when they left his store they remembered the delicious taste of the mince meat in a manner that gave added interest to newspaper, billboard or magazine advertising.

In many cities widely advertised vacuum cleaners are being effectively demonstrated in the window. Rugs full of dust and dirt are first displayed by the demonstrator, who then uses the vacuum cleaner to such good effect that in a very few moments these rugs are cleaned to look like new. At intervals during the process one demonstrator posts cards giving some short reasons why the vacuum cleaner saves work for the woman who uses it, and why this particular kind of a cleaner is the best that can be had. After the rugs are cleaned the demonstrator takes the cleaner apart and shows the small amount of mechanism it contains, thus banishing the fear of its getting out of order.



A Business Tonic

Do you seek to increase your business this year? If so, and you have something that appeals to the physician, professionally or personally, you should use the above prescription.

"The Big Six"

made up of six of the leading monthly medical publications of the country offers to those seeking the attention and patronage of medical men, the best result-bringing proposition in the business world to-day. •At moderate expense you can reach over 100,000 doctors every month and through them their patients, over 15,000,000 strong! Just think what this means!

For further information, rates, etc., address

The Associated Medical Publishers

S. D. CLOUGH, Sec.,
 Ravenswood Station, Chicago, Ill.

A. D. McTIGHE, Eastern Rep.,
 225 Fifth Ave., New York.

American Journal of Clinical Medicine.....	Chicago, Ill.
American Journal of Surgery	New York, N. Y.
American Medicine	New York, N. Y.
Interstate Medical Journal.....	St. Louis, Mo.
Medical Council.....	Philadelphia, Pa.
Therapeutic Gazette.....	Detroit, Mich.

TRADE-MARKS FOR FOREIGN COUNTRIES

WHAT MAKES A GOOD UNIVERSAL TRADE-MARK—PREJUDICE AGAINST CERTAIN SYMBOLS IN SOME COUNTRIES — NECESSITY OF FOREIGN REGISTRATION — AN ADDRESS BEFORE THE PHILADELPHIA COMMERCIAL MUSEUMS

By Arthur Stuart,

Of Steuart & Steuart, Baltimore, Md.

If there were but one manufacturer in the United States of each class of goods, it would be necessary for him, in his intercourse with foreign nations, to do nothing more than to carry the flag as the symbol of the origin of his goods. But this is not the fact—there are many manufacturers of every class of goods in the United States who are shipping their goods to foreign lands and seeking there to acquire some of the good will of the citizens of other nations.

It becomes necessary, therefore, when an American manufacturer sends his goods abroad, not only to carry with him the flag of the Union as an indication that the goods are of American origin, but also to have his goods carry some distinctive, special brand which will cause his customers to know them as his own. As goods of American manufacture go into lands where language different from that spoken in this land is understood, words of the English language, words of description will not be recognized. Names, even of the simplest character to us, printed in our Latin type, will mean nothing to the Chinese or the Japanese or the Indian or the African native who knows only his own language and his own characteristic alphabet. But all of those nations know the stars and stripes of the United States, and all of them can be taught to know some characteristic symbol borne by American goods which, along with the flag, will indicate to them an origin, and will guarantee to them the character and the quality as well as the origin of goods.

Brands must be not only de-

signed to appeal to the intelligent consumer, but they must also appeal to the unintelligent consumer. They must not only appeal to persons who can read the English language or who can spell out letters of Latin type, but they must be of a character which will appeal to the ignorant and unlearned and unlettered men who know not one letter of our alphabet from another, but who are able and generally eager to distinguish the goods they desire from goods they do not want by any means within the scope of their intelligence. It is therefore of the highest importance that the brands borne by exported goods should be of a character which consumers in all parts of the world can understand, can identify, can remember and which they can use to find their way back to the same source when they desire more goods of the same character.

Another important consideration which must be taken into account is the prejudices of an unlettered people where the goods are consumed. The agents of the Commercial Museum will tell you that in China a hideous dragon is a better trade-mark than a word printed in our alphabet because it appeals to the people as something having a symbolic meaning to their minds. As the object is to impress them and cause them to remember the identity of the mark used, it is of great importance that the local market should be studied and a mark adopted which has a significance which will attract and not repel the consumers to whom the goods are sent.

In some parts of the world certain devices are considered unlucky and omens of evil; hence goods of no matter how high quality branded with unlucky or evil symbols will be rejected by people who regard the symbol as indicative of nothing but inferior quality and low grade. It behooves every exporter, therefore, to study the markets into which he sends his goods, and to be advised by those who are competent to judge as to whether the brands he employs are brands which will attract or repel customers.

THE BANNER YEAR

FOR
THE

RECORD-HERALD

ADVERTISING

During 1911 The Record-Herald contained a total of 24,480 columns of advertising, the largest amount ever published in this paper in any one year and

A Gain of 2,091 Columns

over the year 1910. This is not only the largest gain for any one year in the history of The Record-Herald but a far greater gain than that of all of the other Chicago morning papers combined. Following is a statement of the advertising gains and losses of all the Chicago morning papers for the year 1911:

The Record-Herald	- - -	Gain	- -	2,091	Cols.
The Tribune	- - -	Loss	- -	1,262	Cols.
The Examiner	- - -	Gain	- -	1,405	Cols.
The Inter Ocean	- - -	Gain	- -	75	Cols.

The above advertising figures are furnished by The Washington Press, an independent audit company.

CIRCULATION

The sworn net sold circulation of The Record-Herald for 1911 was as follows:

Daily Average Net Sold	- - - - -	200,132
Sunday Average Net Sold	- - - - -	213,690

This is by far the highest average net sold circulation, daily and Sunday, for any year in the history of the paper, showing

A Daily Average Gain of	- - - - -	52,017
A Sunday Average Gain of	- - - - -	25,194

OVER THE YEAR 1910

During the year 1911 the Association of American Advertisers and the Auditing Department of N. W. Ayer & Son certified to the circulation of The Record-Herald.

THE

RECORD-HERALD

New York Office, 710 Times Bldg.

If it were possible to use the signature of an individual firm or corporation as a trade-mark, applying to each article manufactured and sold the genuine signature of the maker, such signature would be the best possible trade-mark, and its forgery would probably by universal consent be regarded as a crime. But it is not practical to sign by hand every article manufactured and sold, and it therefore becomes necessary to apply the name of the maker in some way, either by stamping it upon the goods or applying it to labels, or working it in some form into the texture of the article. As soon, however, as you get away from the characteristics of handwriting and attempt to apply a proper name to goods, it may be assumed as a universal fact that there is in the world, and probably in our own country, more than one person of the same name, and as each person has the right to use his own name upon his own goods, confusion would at once arise with reference to the identity of goods bearing the name. For this reason it becomes necessary to adopt symbols or words of arbitrary character and no specific significance to indicate the origin and ownership of goods.

Resort to the criminal law of foreign countries, in order to protect your trade-mark, can only be available if you have registered your marks under the local law. Almost every country of the world has a local registration law, except China and India, and the remedies for the protection of trade-marks grow out of registration. Registration is also of the greatest value if marks are forged in a foreign country for the reason that title is proven by production of the registration, and this enormously simplifies the legal proceeding. It is of the highest importance that every exporter who desires to protect the goodwill of his business in foreign countries, should register his trade-marks under the local law in every country to which his goods are sent, in order that he may there have a record of the existence and the ownership of his

mark, and in order that he may avail himself of the remedies afforded by such law and the privilege of the proof of title growing out of registration. Protection of trade-marks in foreign countries where they have been registered is easy—protection of trade-marks which have not been registered is in many cases impossible, and in all cases seriously difficult. In most of the nations of the world title is derived from registration—that is to say, no trade-mark will be protected which has not been registered. In all the English-speaking countries title is derived from adoption and use, and a trade-mark will be protected although it has not been registered, but the remedies granted by registration are greatly superior to those obtainable without registration.

There is one other fact which must be borne in mind, and that is an incident which frequently occurs in many of the countries where title is based upon registration. It is a question of first come, first served, and anybody who offers a trade-mark for registration which has not previously been registered, may secure registration thereof, and having secured registration, may stop the use of that mark by any other person, firm or corporation no matter who they may be. It is not at all an infrequent occurrence, and one that has often happened in my own practice, that an American manufacturer will send his goods to a foreign country without thought of jeopardizing his title to his brands, and after having built up some local trade, will be notified by a local resident that he is infringing upon his registered trade-mark. Inquiry will prove that the local resident, finding the goods of the American manufacturer on the local market, has taken the American trade-mark bodily and registered it in his own name, that he may be able to hold up the American manufacturer and force him to buy his registered rights before the American manufacturer can continue to use his own brand in that country. This is avoided by prompt and early registration.

MONKEYING WITH ADVERTISING

GARDNER ADVERTISING COMPANY.
St. Louis, Dec. 30, 1911.

Editor of PRINTERS' INK:

Here is one of the best examples I have ever seen of "How not to do it." This postal came in from England to one of my customers.

The inference is, I suppose, that the



"Populah" Razor is "populah" with monkeys, and that to use one you would become the missing link.

H. S. GARDNER,
President.

DES MOINES ADMEN HAVE SPIRITED ELECTION CONTEST

There was a spirited contest for every one of the nine offices at the recent annual election of the Des Moines Admen's Club. The candidates for the office of president to succeed T. W. LeQuatte, who had declined to accept the nomination for a second term, were Earl R. Stotts, advertising and sales manager for Dodd & Struthers, and George W. Mercer, local manager of William Jerrens' Sons. The former won by three votes. J. S. Wilson was elected vice-president; H. M. Harwood, secretary; Fred L. Barnett, financial secretary, and the following members of the board of governors: George W. Mercer, T. W. LeQuatte, B. O. N. Bonebrake, B. F. Williams and I. H. Graves.

It was agreed that the club had finished the most successful year in its history and each candidate for office promised to bring back the PRINTERS' INK cup from the national convention to be held at Dallas next May.



The steady and material growth of both the Circulation and the Advertising of

"The South's Greatest Newspaper"

THE MEMPHIS COMMERCIAL APPEAL

is emphatic evidence of appreciation of both readers and advertisers.

The average circulation of the daily for the year 1911 was 52,772 copies.

The average circulation of the Sunday for the year 1911 was 83,541 copies.

For December the daily average was 53,679, the average Sunday 85,626.

The average circulation of the WEEKLY COMMERCIAL APPEAL for the year was 93,171 copies.

The advertising increase for the year 1911 over 1910 shows a gain in local of 219,688 agate lines, in Foreign of 150,696 agate lines, in classified of 167,902 agate lines. A total gain of 538,286 agate lines for the year.

To appreciate what this great gain means, please bear in mind the fact that for the year 1910 the MEMPHIS COMMERCIAL APPEAL stood among the first half dozen papers in the United States in volume of advertising carried.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

NEW USES FOR THE PRODUCT—WHAT THEY MEAN

WHEN FOUND AND ADVERTISED WILL INCREASE NUMBER OF USERS AND LIKEWISE CONSUMPTION BY OLD USERS—UP TO MANUFACTURER—HOW HE CAN LEARN ALL ABOUT HIS PRODUCT

By J. M. Campbell.

The manufacturer of such products as soap, breakfast food, baking powders, etc., faces a two-fold problem.

If his sales are to increase and keep on increasing, he must find new users for his product, and, if it is possible for him to do so, he must also find new uses for it.

As a matter of fact, the finding—and making known—of new uses not only will have the effect of increasing the number of users, but it will also increase the consumption of the product on the part of people who already use it.

For example: A woman uses a certain kind of soap for washing colored clothes; another kind for washing dishes; still another kind for woolens and blankets.

There is no good reason why she should not use the same soap—provided, of course, it is a good soap,—for all of these purposes; and a score of others. It is "up" to the manufacturer to make her do that very thing. As a matter of self-protection and fair dealing, he should find out the one best way of using his soap for every one of these purposes; and he should make it known.

This statement holds good, with certain qualifications, of course, of other staples sold through the grocery trade.

The manufacturer's aim should be to get every bit of information he can as to the uses of his product.

How can he do that? There are several ways. One is to offer liberal cash prizes. Another is to establish, in his factory, a bureau of experiment and test. A third is to include in some, if

not all, of his advertisements an offer to pay two, three or five dollars for every new and "provable" recipe that is sent him. By "provable" recipe I mean one that, on trial, proves to be of value.

I feel very sure that the majority of manufacturers have little, if any, idea of the value of the information concerning their products which can be uncovered if they go about it in the right way.

This knowledge, added to their own, will put them in a very strong position because, instead of dealing in glittering generalities, they can get right down to facts and tell what the product will do.

And that is what the public wants to know.

HERE'S A PAYING SMILE

THE GLEANER.

DETROIT, MICH., Dec. 25, 1911.

Editor of PRINTERS' INK:

I read with a great deal of interest a capable writer's article on the value of the "smile" in advertising in a recent issue of the valuable little Schoolmaster.

I do believe, however, that in your attractive illustrations from current advertising you miss one smile that is known to millions and that has made millions for its owner.

William Galloway, the "farmer's



friend at Waterloo," has capitalized his own smile, a unique fact when it is noted that in the half-hundred smiles which you illustrated, each one, without an exception, was a posed "smile" and not of the one who paid the bill.

I am enclosing a few of Bill's famous smile pictures which I believe you can offer as a sequel to this very important article with profit.

GEO. M. SLOCUM,
Secretary-Treasurer.

The Thornton Advertising Company has been incorporated to do business at Chicago. Capital stock, \$25,000. James M. Thornton, George F. Mitchell and Karl Klausner are the directors.

1912 IN THE SOUTH

"The Most Prosperous Section of the Country"

The prospects for a good year are great in the South. The South is in good shape and the South is going ahead in 1912.

The South poured Six Billion Dollars into the lap of the Nation last year. Remember, the Cotton Crop is only one-sixth (One Billion Dollars) of the South's products.

Western and Northern farmers are moving South by train loads. They are improving lands, using modern methods and making good beyond their wildest dreams.

New factories are springing up on every hand.

Railroads and Electric lines will make big improvements and extensions in the South for 1912.

Things are moving in the South. Now is the time to start advertising in this growing, prospering country.

The best way is to advertise in these aggressive Southern Dailies:

ALABAMA

Birmingham Ledger (E)
Mobile Register (M & S)
Montgomery Advertiser (M & S)

FLORIDA

Jacksonville Metropolis (E)

GEORGIA

Albany Herald (E)
Atlanta Constitution (M & S)
Atlanta Georgian (E)
Atlanta Journal (E & S)
Augusta Chronicle (M & S)
Columbus Ledger (E & S)
Macon News (E)
Macon Telegraph (M & S)
Savannah Morning News (M & S)
Savannah Press (E)

KENTUCKY

Louisville Courier-Journal (M & S)

LOUISIANA

New Orleans Item (E & S)
New Orleans Picayune (M & S)
New Orleans States (E & S)
New Orleans Times-Democrat (M & S)

NORTH CAROLINA

Charlotte News (E & S)

SOUTH CAROLINA

Charleston Post (E)
Columbia State (M & S)

TENNESSEE

Chattanooga News (E)
Chattanooga Times (M & S)
Knoxville Journal & Tribune (M & S)
Knoxville Sentinel (E)
Memphis Commercial Appeal (M & S)
Memphis News-Scimitar (E)
Nashville Banner (E)

TEXAS

Houston Chronicle (E & S)
San Antonio Express (M & S)

VIRGINIA

Richmond Journal (E)
Richmond News Leader (E)

HARRISON K. McCANN, formerly Advertising Manager of the Standard Oil Company, announces the establishment of THE H. K. McCANN COMPANY, with offices in the Bowling Green Building, No. 11 Broadway, New York City.

This corporation has been organized to do a general advertising business. It has the following staff of experienced advertising men:

Harrison K. McCann

Ralph W. St. Hill

John P. Hallman

Herbert N. Casson

Thomas Nast, Jr.

Harrison Atwood

Ellery W. Mann

The H. K. McCann Company is well equipped to originate advertising and selling plans, and to handle advertising work of every description. It refers by permission to the following concerns, each of which has been served either by the Company or by Mr. McCann personally.

Chesebrough Manufacturing Company

New York Telephone Company

Standard Oil Company of New York

United States Worsted Company

An officer of the Company will be pleased to confer with any merchant or manufacturer interested in the application of advertising to the development of his business.

THE H. K. McCANN COMPANY

NO. 11 BROADWAY, NEW YORK CITY

TELEPHONE, RECTOR 8400

CABLES. MACKADCO

CONSIDERATIONS THAT COUNT IN SELLING THE DEALER

THREE POINTS THE MANUFACTURERS' OR JOBBERS' SALESMEN MUST BEAR IN MIND—QUALITY COMES FIRST AND PROFIT LAST—HOW ADVERTISING IS RATED

By Ernest T. Trigg,

Of John Lucas & Co. (Paints, Colors, Varnishes, Brushes and Glass), Philadelphia.

A single sale to the dealer had better not be made. If the first order is not followed by a subsequent and increasing volume of business, then the start is all wrong somewhere. There is no such thing as standing still in business. If it goes ahead it is healthy; if it goes back, the foundation is wrong and the consequent loss in business and reputation is hard to gauge.

The average dealer is a thoroughly dependable, conscientious, high-class business man. He is as a rule a leading citizen, prominent in public affairs, one who takes a personal pride in the welfare and improvement of civic conditions and backs this up with *real deeds*. It is needless to say such a merchant has a warrantable pride in his individual business and aims to build for next year and the years to come as well as for the immediate present.

Interested as he naturally is in buying his merchandise at as advantageous prices as possible, it is a mistake to figure that price is the one and only consideration. Far from it. The analysis of a sale to the average dealer shows three distinct stages through which the salesman must successfully pass to secure the order. I do not mean by this that the salesman or the dealer himself realizes this fact as a rule, yet it is a fact just the same, and the salesman who presents his proposition to the dealer with these points in mind builds on the firmest foundation, not only for the immediate order in sight, but for future development of the account.

The three points of unquestioned importance to the dealer in the order in which they should be taken up and presented by the salesman are as follows: First, quality; second, advertising assistance and co-operation; third, profit.

THE QUALITY CONSIDERATION FIRST

Quality should always come first, for no matter how extensive may be the advertising offered and the co-operation promised and no matter how alluring the profit may seem, if that degree of quality necessary to build a permanent and lasting business is not there, then the dealer should not be interested.

If the salesman finds, for any reason, the dealer is not interested in quality, then he had better retire as gracefully as possible and hunt up someone else as such an account could scarcely be a desirable one under any circumstances.

Advertising assistance and co-operation are second only to the merit in the goods themselves and decidedly of more importance than price. To build a constantly increasing business which will be satisfactory in volume, both to the manufacturer or jobber and the dealer, a sufficient amount of the right kind of advertising assistance must be given the dealer. This advertising must be practical and be based upon facts; in a word, it must be genuine. There has been so much good printers' ink and paper wasted in extravagant, boastful statements not supported by fact, that many dealers are naturally "Doubting Thomases."

The advertising furnished for the dealers' assistance will vary according to the nature of the goods and the progressiveness of the manufacturer. This may take the form of general publicity through the medium of magazines, or may be made more specific by advertising in the local newspapers, billboards, personal correspondence with consumers, circular matter, etc., etc. Whatever form it does take, the advertising should be forceful

and to the point. Wherever possible, the dealer's name should be connected up directly with the advertisement in order that the consumer may know just where the advertised article can be secured.

CO-OPERATION THROUGH SALESMEN

The work on the part of the manufacturer is not over when the first sale is made. On the contrary, it is just begun. The co-operation of the house and the salesman personally with the dealer from that time on, is of very great importance. With certain products it is necessary for the salesman frequently to do personal work with consumers in the interest of the dealer. Where the product is of a nature where this can be done to advantage, it is the most effective co-operation possible. The salesman should be able to explain the merits and uses of his product to the consumer more intelligently than the dealer, and being a direct representative from the house, is oftentimes able to land large consumers' orders for the dealer, which perhaps might otherwise not be obtained.

Co-operation on the part of the salesman in posting the dealer and his clerks regarding the goods is a necessity. The salesman must take a personal interest in the arrangement of the goods on the dealer's shelves, his window displays, etc. Attention to these matters and a spirit of real personal interest will tend to increase the business of any dealer, and with it increase the profit both to the producer and the dealer.

SEES PROFIT LAST

Profit, that figure which represents the difference between cost and selling price, is, in the mind of the substantial, farseeing dealer, the last consideration. He, naturally, expects to buy his goods at the same rate as other dealers, and expects the price to be reasonable. The quality and the co-operative assistance furnished by the producer must be such that he can re-sell the goods



SATURDAY GLOBE

Week after week for several years we have told the story of the UTICA SATURDAY GLOBE in these columns. We have invited requests for further information, in nearly every one of the advertisements, and our invitation has been generally accepted.

Have you read the advertisements? Do you know that THE UTICA SATURDAY GLOBE goes each week into 140,000 homes of thrifty, progressive, thinking, buying people in a section of the United States notable for its continued prosperity?

Do you know that these homes are largely located in the small cities, towns and villages of this section and in communities not so easily and economically reached by any other form of advertising media?

We offer you a chance to tell your story to the kind of people described above at an insignificant cost per home.

May we tell you more about it?

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

at a price which will leave a substantial margin of profit.

The salesman should make it his business to discuss the retail selling price with the dealer, seriously, and insist upon a consistent retail price being established. Unfortunately some dealers are weak on the resale price proposition, allowing themselves to be frightened by local competition, with the result, oftentimes, that their own profits are materially curtailed.

There is no more effective way of creating doubt in the mind of a consumer as to quality than for the dealer to offer his goods at a lower price than someone else. Human nature is about the same the world over. We don't, any of us, expect to get something for nothing, and we don't expect to get one dollar value for a ninety-cent price. Neither *do* we get it.

To-day, the dealer who spends his time in an endeavor to save two or three per cent in the cost price of his goods is a back number. The average merchant likes to do business with a house whose prices are absolutely fixed, thereby feeling sure, himself, that he is always getting just as low a price as any other dealer. He further realizes that to spend time unnecessarily in an attempt to get price concessions is robbing the selling end of his business; perhaps, thereby, losing one or more sales, the profit on which in actual dollars and cents would amount to much more than the concession looked for if it were obtained.

A standard, reputable line of goods representing quality and backed up by effective advertising is more profitable for the dealer, even though the profit per sale is a little less than on a cheap, inferior piece of goods without any reputation and co-operative assistance from the producer. The reason for this is obvious. On quality backed up by real advertising and push, he can bank on holding his customers for all time and will continually add new customers. The lack of quality and merit in in-

ferior products loses customers, not only for that product itself, but other goods which he may be handling as well, while the lack of advertising assistance minimizes the chances of securing new customers, even for the one purchase which they might be induced to make.

THE WORLD'S BIGGEST ELECTRIC SIGN

Colgate & Co., addressing the New York Times under the date, December 20, 1911, take issue with a statement that recently appeared in that paper to the effect that an electric roof sign of the Packard Company was the largest in the world.

"We have claimed," the letter states, "that our electric roof sign was the largest in the world, based on the following facts:

"The structure is 200 feet long by 50 feet high above the roof. The letters of the word 'Colgate's' are 20 feet high, reaching 4 feet above the support. The letters of the words 'Soaps' and 'Perfumes' are 13 feet high, the bottom of these letters being 15 feet above the roof. The letters take up 160 feet of the length of the sign, the balance of 40 feet being occupied by the dial of the big clock, which is also the largest in the world.

"We understand that the Packard sign is only 100 by 50 feet over all, the letters being 20 feet high.

"We still feel justified in claiming 'the biggest electric roof sign in the world,' and we would ask that you kindly publish this correction."

DES MOINES ADS BROUGHT NEARLY 5,000 REPLIES

Nearly 5,000 people, representing every continent on earth and every state in the nation, replied to the Des Moines ads of the Greater Des Moines committee publicity campaign last year. The total of ad answers shows a gain of over fifty per cent as compared with the results of the campaign in 1910.

In 1910 the total number of ad answers was 3,045 and the total for 1911 is 4,642. There are nearly 1,600 more for this year than for last.

Ads last year were published in the *Saturday Evening Post*, *World's Work* and *Everybody's*. Replies to the ads in the *Post* numbered 3,603, and the total number of answers from the *World's Work* was 318, while the advertisements in *Everybody's* brought 721 replies.

PRESIDENT, NATIONAL INDUSTRIAL FIRE INS. CO.

Thos. E. Basham, president of the Southeastern Division, Associated Advertising Clubs of America, and head of the Thos. E. Basham Advertising Service, has just been elected to the presidency of the National Industrial Fire Insurance Company of Louisville, Ky. He will also act as advertising manager.



"Strathmore Quality" Book and Cover Papers

"Strathmore Quality" Book and Cover Papers give your advertising literature a character and dignity that makes a lasting impression for your product.

No matter what the subject—there is a paper exactly adapted to the thought you wish to convey.

Your Printer will show you the very paper you are looking for in the "Strathmore Quality" Sample Books, or we will send them direct to you on request, and you can select it for yourself.

Strathmore Paper Company

MITTINEAGUE, MASS., U. S. A.

On the Contrary—There's nothing

These are "high" days in the work shop of THE AMERICAN BOY. Business was never so good and the outlook was never so rosy. We are having record-breaking days in the Subscription Department (we received 3706 subscriptions on December 26th—the biggest day in our history). What pleases us most are the thousands and thousands of renewal subscriptions. THE AMERICAN BOY surely has a firm place in the affections of hundreds of thousands of boys, and the thorough respect of the parents of these boys.

Then there is the splendid advertising patronage! The issues of 1911 show a handsome increase over 1910. In actual figures, the net increase of 1911 over 1910 is 16,896 lines.

On the other hand, some publishers are worried over the advertising situation in general. The letters which they write and their decreasing patronage would indicate that. And while these publishers are wondering what under the canopy is the matter, and are guessing as to whether their size page is at fault, or whether the character of their magazine is to blame, the publishers of THE AMERICAN BOY, with the splendid increase in subscription and advertising patronage, feel that they are on the right track.

The reasons for all this, in so far as THE AMERICAN BOY is concerned, may be summed up as follows:

(1) THE AMERICAN BOY has character and a purpose, in that it seeks to give to the boys of America clean, high grade reading matter that shall be refining, educative, entertaining and practical in its character. The hundreds upon hundreds of letters which we receive from parents, educators, and those interested in boys, as to what THE AMERICAN BOY is doing for their boys and boys in general in the way of uplift and creating new ambitions, must be proof that we are succeeding fairly well in our endeavor and this good work must be responsible for its steady, substantial subscription growth.

THE AMERICAN BOY

Published by THE SPRAGUE PUBLISHING CO.

J. COTNER, Jr., Secretary-Treasurer

re's nothing the Matter With Us

(2) THE AMERICAN BOY is edited in such a manner that it gets into the boy's every-day life, in his work and in his play, and this breeds a peculiar sort of loyalty and responsiveness which is of inestimable value to the high grade advertiser who seeks to reach the very center of the home. We know of no other magazine that becomes so thoroughly a part and parcel of the lives of its readers, or that seems to get and maintain so strong a hold upon them.

(3) Its large, handsome pages, beautifully illustrated, give the opportunity of placing advertising next to reading matter, where it **MUST BE SEEN**; and in many cases in appropriate departments, thus giving it particular emphasis.

(4) Advertisers are fast realizing that they can get immediate results through THE AMERICAN BOY by reaching the home circle, father, mother and all the rest, and that they are at the same time building up a good will asset for the future in the plastic, impressionable brains of these boys and young men against the time when they are their own wage earners and money spenders and that this latter benefit is all pure "velvet" as compared to advertising in adult publications.

(5) The boy is a tremendous power in the home in helping to decide for this or that article for home consumption or home use—any father knows that.

(6) Advertisers are sure of good company in THE AMERICAN BOY. For obvious reasons we must be more discriminating than the adult magazines.

As a further evidence of the substantial success that THE AMERICAN BOY has made, and the firm place which it now occupies in the subscription and advertising world, let us say that it is now housed in its new home in the American Building, corner of Lafayette Boulevard and Second Avenue, and has its own print shop, where the magazine is printed, bound and stitched on its own mammoth up-to-the-minute Hoe press at the rate of 56 complete copies per minute.

You are cordially invited to join the hundreds of high class, discriminating advertisers in using THE AMERICAN BOY during the remaining months of 1912.

AMERICAN BOY

PUBLISHING COMPANY, DETROIT, MICHIGAN

H. M. Porter, Eastern Manager

1170 Broadway, New York

The New York City Telephone Directory

Goes to Press February 1st, 1912

The New York City Telephone Directory not only has a circulation of over 500,000 among adults with a definite purchasing power, but it has a **Permanency of use** that makes it valuable to advertisers.

It is permanently in sight every day in the year.

It is consulted over 2,000,000 times a day.

It is a fixture—an important part of the equipment of any office or home—never thrown away.

It is timely and your advertisement makes a direct appeal with the telephone right at hand to place an order.

It is the most used reference book in the city.

PERSISTENCY IN ADVERTISING BRINGS RESULTS

The telephone directory is the most persistent advertising medium.

Forms close February 1st. Call Cortland 12000 for further particulars.

New York Telephone Company

Directory Advertising Dept. 30 CHURCH STREET

GIVING THE ADVERTISE- MENT ATMOSPHERE

GETTING THE MOST FROM BOTH THE "REASON WHY" AND THE "GENERAL IMPRESSION" METHODS—HOW ILLUSTRATION, BORDER, WHITE SPACE, BACKGROUNDS AND TYPE ARE WORKED INTO A HARMONIOUS WHOLE—PLEASING THE EYE WITH GOOD BALANCE AND FORM

By S. Rolahd Hall.

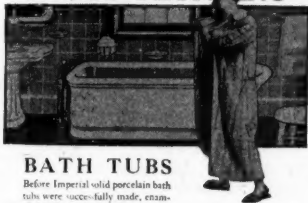
There are two schools in advertising, speaking figuratively, that are almost as much opposed to one another as are the homeopathic and the allopathic, or regular schools of medicine.

One believes, or affects to believe, that "reason why" is the all of advertising. Its followers insist that the argument of the advertisement—the evidence, the word logic—is all that is worth considering. Pretty pictures, association of ideas, unconscious impression, decorative treatment, etc., they declare is just a delusion that high-collared gentlemen work off on innocent advertisers. One leading agency that follows the teaching of this school has even declared that the display of advertisements is of no particular consequence, though it is but fair to observe that the advertisement in which this statement was made and all the advertisements of that series were remarkably fine examples of display, such as only an expert on display could work out.

The opposing school swings almost to the other extreme. Its followers are delighted with pretty pictures, with high-class art work, with well-balanced displays, with classic lettering. Sometimes these gentlemen seem to fear that people will hardly care to read much text and so they aim at the artistic display or setting of little matter. Printers and illustrators of this school have been heard to

say such things as these: "This advertisement is certainly the most artistic, though it may not bring as good returns as the other"—as if any advertisement could be truly "artistic" if it did not bring the proper returns. What is an advertisement for if it isn't to bring a proper return

MOTT'S PLUMBING



BATH TUBS

Before Imperial solid porcelain bath tubs were successfully made, enameled iron was the generally accepted material. We make a complete line in both Imperial solid Porcelain and enameled iron. For the better class of work, however, Imperial solid Porcelain is undeniably superior for beauty, cleanliness and durability. Its hard, snow-white surface, fired in the kiln at a heat which would fuse metal, can be kept spotless by simply wiping with a cloth or sponge.

MODERN PLUMBING

To get a more complete idea of the possibilities of bathroom equipment send for our booklet "Modern Plumbing." It covers description and prices of the latest types of fixtures in both Imperial Solid Porcelain, Vermont Ware and Porcelain Enameled Iron. 24 illustrations show complete model bathrooms, ranging in price from \$75 to \$1000. Sent on receipt of 4 cents in postage.

THE J. L. MOTT IRON WORKS
125 EAST 14TH ST. NEW YORK CITY

TO MAKE SURE THAT YOU ARE GETTING GENUINE MOTT'S WARE, LOOK FOR THE MOTT LABEL ON EACH PIECE

HAS AN AIR OF QUALITY

on the sum invested in the space and the design?

As in most other cases where there are strongly opposing views, there is truth in both sides. The mind of man responds to good argument, to facts well worked out in words; but it is narrow-minded to say that people are influenced by nothing but that kind

L. WOLFF MANUFACTURING CO.		
PLUMBING GOODS		EXCLUSIVELY
GENERAL OFFICES, SHOW-ROOMS AND MAIN WORKS CHICAGO, ILL. CABLE ADDRESS: "WOLFFCO"		
TRENTON, N. J. — DENVER, COL. ST. LOUIS, MO. — OMAHA, NEB. MINNEAPOLIS, MINN.		
1855 — FIFTY-SIX YEARS OF QUALITY — 1911		

WHERE THE ATMOSPHERE FALLS SHORT OF THE CLAIMS

of advertising. A great deal of what all of us buy is bought on general impressions. Who would not rather have a Tiffany ring

than a Smith & Jones ring, though it might not be possible to tell them apart? For years before I ever examined a typewriter or had the first definite fact about typewriter construction impressed on my mind, I knew, or thought I knew, that the Remington machine was a high-grade one.

Compare the Wolff and the Mott plumbing advertisements. Though the first-named may claim fifty-six years of quality truthfully, it is obvious that the advertisement fails to give out an atmosphere consistent with the claims. Look at the Mott advertisement. Though we may not read twelve words of the printed matter, we get a distinct impression of the high grade of Mott goods. I do not know why Mott goods are very high grade. I have never read enough details to find out, but I feel that I *know* they are gratifyingly good, and if I were going to build another house, Mott plumbing would get my first careful consideration.

What do we mean when we say "atmosphere"? We mean the general unconscious impression that an advertisement throws out. Modern psychologists seem agreed that man's unconscious promptings are stronger than the dictates of reason, as a rule. These impressions lie down deep in the subconsciousness, and they speak with strong authority when they prompt.

Illustration, border, type, white-space treatment and style of language all have to do with atmosphere. Naturally, when all

are harmonious and appropriately selected, the advertisement throws out the ideal general impression.

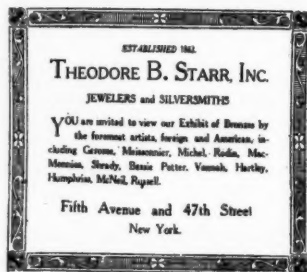
The cement advertisement affords an excellent example of illustration, border and white-space treatment that produce the proper atmosphere for the printed message. Plain type could not equal the effect that this combination yields.

The Starr and Keiser advertisements show what appropriate typography and hand-drawn borders will do toward creating a high-grade atmosphere. There is great danger, in getting

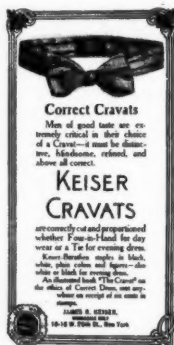
hand-drawn borders, of overdoing the ornamental effect and getting something that merely represents an awful lot of work. The Keiser border is not far from being a plain border, but the little decorative treatment at the corners is just enough to make the advertisement classy. It is worth while noting that this cravat is shown without being on the human figure; no one would probably seriously contend that the human figure would help the effect.

The decorative treatment of the Gorham advertisement seems to the writer to be overdone—to be a case of too much atmosphere. The Libbey page, while offering a background that is hard on the eyes, does make the Libbey pieces stand out unusually well and give a general high-grade effect.

The border of an advertisement should be in harmony with the subject of the advertisement as well as in keeping with the tone of the display lines considered as



WHAT A HAND-DRAWN BORDER CAN DO



THE DECORATIVE CORNERS AID IN GIVING "TONE"

"QUALITY AND QUANTITY" THE WINNING COMBINATION

During The Year 1911

New York  American

Published more than FIVE
MILLION AGATE LINES
of display advertising—lead-
ing all other New York Morn-
ing and Sunday Newspapers
in amount.

**The New York American
GAINED
1830½ COLUMNS**

Greater than the *combined gains* of
The New York World and The New
York Herald.

WHY ?

Because the New York American
possesses the most profitable com-
bination of *quality* and *quantity* in
circulation.

"The Great Home Newspaper"

a whole. The 6-point and 12-point plain rules are too strong for delicate subjects or where the tone of the display lines is light or of medium weight. Don't use such combinations as a 6-point or 12-point rule border with a single line of 24-point Caslon display. Before deciding about the border, debate in your mind as to which would be most appropriate—a light or medium-weight plain rule, heavy plain rule, light or heavy parallel rule stock ornamental border or specially drawn border. Of course, if a border must be drawn by an artist especially for one ad-

vertisement the cost is increased.

Heavy borders require more white space for contrast than do light and medium-weight borders. Unless illustrations contain strong solid blacks, their effect will be injured if they are placed close to heavy black borders.

Types must be selected with regard to the goods to be advertised. Fine silver glassware, millinery, etc., cannot be advertised to the best advantage with crude, plain types.

But don't work the atmosphere idea so hard that you get types too light to be seen or a mass of confusingly lettered lines.



Build With Cement

Lumber is getting scarce and high. It is too inflammable for structural uses. Its upkeep is expensive. In comparison with the granite-like strength of concrete it holds rather flimsy. Even stone and brick will crumble in time. Concrete is everlasting.

Your house may be out of date in ten years if it is not built of Portland cement. It is the modern building material, suitable for modern needs, brick and stone.

Visit the Cement Show

Anybody abreast of the times will be intensely interested in seeing the varied uses of concrete exhibited at this First Annual Cement Show in New York. No one intending to build can afford to overlook them. There is no better place or opportunity to study the wonderful progress being made in fireproof construction.


SOURIA AND HIS BAND

will give concerts every afternoon and evening during the show. It will be their farewell engagement before leaving on a tour of the world and the last opportunity to hear this famous organization in New York.

At Madison Square Garden

December 1916 to 1918—(Seasons limited)

A LITTLE INGENUITY CAN EVEN RENDER CEMENT ATTRACTIVE




A Silver Christmas

At the end of nearly two thousand years Christmas is Old Christmas still. One day out of three hundred and sixty-five when we light the Christmas fire in our hearts, and realize that the true business of life after all is not to make money but to make and keep friends.

The love which bears fruit in a forest of Christmas trees, searches through the shops for gifts that shall fittingly translate the sentiment of Christmas. The gift is only the symbol of true and lasting friendship, and as such it should itself be true and lasting.

A piece of Christmas silver is most appropriate. It has sentiment and it has permanence. It will be in daily use, an ever-present reminder of the given, and as such it should itself be true and lasting.

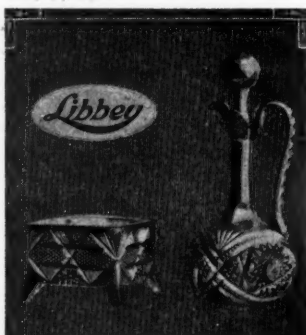
Corham Silver is pre-eminently the silver of Christmas. It is the world's standard of quality and permanence. Sold only by jewelers, and bears this trade-mark.



THE CORHAM CO.
SILVERSMITHS
NEW YORK

CORHAM SILVER INCLUDES THE BEST THE LARGEST SELECTION

IS THE DECORATIVE TREATMENT OVERDONE?



Libbey

CUT GLASS is perhaps the one wholly satisfactory expression of art which is not restricted to the homes of the extremely rich.

When it bears the name of Libbey, it betokens both appreciation and a cultured taste for what is best.

THE LIBBEY GLASS COMPANY, TOLEDO, OHIO

A BACKGROUND THAT MAKES THE ARTICLES STAND OUT

20 New Fact Advertising Cards

On or about January 20th we plan to issue a new series of advertising cards along the line of our Series A. The new cards, Series B, will handle without gloves and in a perfectly plain and practical manner, the following topics:

- | | |
|--------------------------------------|---------------------------------------|
| 1—"Short-rates." | 11—"Size of Advertisements." |
| 2—"Position." | 12—"Educational Advertising." |
| 3—"The Time Element in Advertising." | 13—"Puffed Up with Power." |
| 4—"Making a Schedule." | 14—"Retail Friendliness." |
| 5—"Hand-to-Mouth Advertising." | 15—"Only Coming—Not Going." |
| 6—"Charity Advertising." | 16—"Concentration in Advertising." |
| 7—"Season Advertising." | 17—"Penalties." |
| 8—"Attractiveness in Advertising." | 18—"Inside Service." |
| 9—"Flat Rates." | 19—"Keeping Up to Now." |
| 10—"A Basis for Copy." | 20—"A Fallacy of Window Advertising." |

It may be that one or two of these topics will be changed when issued.

Any General Advertiser

can file his request for a set of these cards now provided he writes on his regular business stationery and states what position in the company he occupies. We are strict about this qualification as a protection to ourselves. The set will be sent without obligating the one requesting it, provided we can honor the request.

Kindly file your request immediately so that we will know how many sets to print.

M.P. Gould Company

Advertising Agency

31 East 22d Street, New York

Speaking of the AMERICAN MAGAZINE:

The American Magazine is the magazine of the average American—not the intellectually deficient, not the high brow, but the well-rounded, thoroughly organized, warm-blooded, healthy American man or woman



ADVERTISING DIRECTOR

EDITORIAL BULLETIN



One of the greatest serials that has ever appeared in the American is "Marriage" by H. G. Wells

SEEK FULL PROTECTION FOR TRADE-MARKS

LEGISLATION WILL BE ASKED IN NEW YORK STATE BY MANUFACTURERS TO THOROUGHLY COVER MANUFACTURED GOODS

A bill to regulate the use of trade-marks will be introduced into the New York State Legislature at an early date. It has behind it a number of manufacturers of textile and other goods, of whom George J. Geer, president and general manager of the Cravenette Company, U. S. A., is one of the active movers.

The bill is now in the hands of Ezra P. Prentice, of Hall, Hawkes & Prentice, who has been a member of the legislature and deputy attorney-general. It has been drawn for the purpose of protecting the owners of trade-marks and trade-names on manufactured goods generally. The New York laws now contain stringent provisions for the protection of the owners of trade-marks upon bottled beverages and articles put up in bottles or boxes, but no adequate provision for the protection of the owners of trade-marks or trade-names upon other manufactured goods is provided by law.

It is believed to be possible to secure the proper legislation to cover the present defect of the law. Inasmuch as New York has been one of the most advanced states in the matter of affording protection to advertisers and owners of trade-marks, it is probable that the proposed legislation will be of general interest in other sections of the country.

A general outline of the proposed bill is given as follows:

The law should provide for the registration of trade-marks, trade-names, labels, etc., by filing a copy or description in the offices of the Secretary of State and the County Clerk and by proper advertising. The Secretary of State should be forbidden to register any trade-mark, etc., so similar to one already adopted as to be calculated to deceive, and proper revision made for a review by the Court of the determination of the Secretary of State in this respect.

The law should make it a criminal

offense to imitate or counterfeit a registered trade-mark, etc., or to use an imitation or counterfeit knowing it to be such, or to possess a die, plate or other thing for the purpose of imitating or counterfeiting a registered trade-mark, etc.

The law should make it a criminal offense for any person other than the owner of a registered trade-mark, etc., unless expressly authorized to do so by the owner,

- (1) To place any registered trade-mark, etc., upon any merchandise or box, case or package containing merchandise.
- (2) To sell, offer for sale, advertise, display or keep any merchandise marked with any registered trade-mark, etc.
- (3) To make use of any registered trade-mark, etc., by uttering it orally or displaying it in any printed or written form in the conduct of business, either attached to merchandise or detached and independent of it, on invoices, letter-heads, bills, advertisements or otherwise, or to make any sale, offer for sale, display or advertisement or any use in or about a sale or any wrongful use whatever of any registered trade-mark, etc.

The law should make it a criminal offense for any person falsely to represent in or about any sale of merchandise, either by anything written or printed, attached to or detached from merchandise, or by any word verbally spoken or by any act, that such merchandise is the product of any person or company not the true manufacturer, or is the product of any particular process of manufacture not the true process, or to give any false or misleading name or description of such merchandise.

The law should provide proper penalties for the criminal offenses defined; this should be done either by amending the existing sections of the Penal Law or adding new sections.

The law should provide further:

- (1) That an employer, whether an individual or a corporation, should be liable for the acts of his or its employees in violation of the law.
- (2) That the persons aggrieved should also have a right of action for damages against those who violate the law, and
- (3) That persons aggrieved should have the right to restrain violations and threatened violations of the law by injunction.

It may also be possible to secure provisions

- (1) For the issue of search warrants in the case of suspected violations.
- (2) Making the doing of certain acts or the possession of improperly marked articles, under certain circumstances, presumptive evidence of the unlawfulness of such acts or possession.
- (3) Imposing a penalty of a fixed sum, to be sued for and recovered by the persons aggrieved.

Charles Capehart, until January 1 with J. Walter Thompson Company, New York, has joined the C. E. Sherin Company.

More Records Broken

The Syracuse Post Standard

has again broken a record. During December it carried

34,760 Inches

of paid advertising.

It led one Syracuse Newspaper by about 3,000 inches and the other Paper by about 7,000 inches.

During 1911 the POST STANDARD carried 391,960 inches. It led one Syracuse Newspaper by over 90,000 inches and another Paper by over 32,500 inches. It also led them both during each separate month of 1911.

The above figures become doubly significant when you remember that the POST STANDARD gets a higher rate for its advertising than its competitors both from Local as well as from Foreign Advertisers.

The circulation of the POST STANDARD is now about 44,000 net per day.

PAUL BLOCK, Inc.

Managers Foreign Advertising

Boston NEW YORK Chicago

WHAT MAKES A LETTER PULL

HOW ONE CAN FORM A MENTAL
PICTURE OF THE PROSPECT AND
WRITE TO FIT HIS CASE ALONE—
THE LETTER THAT SHOULD
STRIKE BLOWS—A NARRATIVE OF
HOW ONE PECULIAR PROSPECT
WAS HANDLED—WHEN IS A PROS-
PECT "HOPELESS"?

By A. J. Llewellyn,

General Manager of the Siegel-Myers
Correspondence School of Music,
Chicago, Ill.

[EDITORIAL NOTE:—This article is a condensation from an outline recently prepared by Mr. Llewellyn for the guidance of his staff of correspondents. It is really a "cross-section" of correspondence that pays, in action. It will surely be of value to every advertiser who understands the necessity of turning the raw material of the replies from his advertising into the finished orders.]

Of course in writing to a prospect the thing to do is to place yourself in the position of the prospect. You must gather from his letters just exactly what he believes and what he thinks; what his ambitions are; what his education is; and form a mental picture of him that is accurate and clear and definite, in order to write to him at all effectively.

In many cases there isn't very much in the folder in the way of material to give you this mental picture; you have to seize upon just little words or phrases, or the arrangement of the letter, or the punctuation, or the capitalization, and other things to give you the picture of the man to whom you are writing; but it is absolutely certain that you can't write to him at all effectively unless you can form this mental picture.

This requires discrimination. You must be able to discriminate, in the things he says, between the essentials and the non-essentials, and get quickly and forcefully at the vital point. You must read beneath the surface and see what he really means by what he says. Many correspondents waste their time in referring to things in a man's letter that do not count—he doesn't know himself why he

put them there. Perhaps he rambles along and says a great many things that are not to the point, but the correspondent must be able to cull the vital from the immaterial, and to discriminate between the essential and the non-essential things, and only answer the essential and vital points.

This power of discrimination must be cultivated. You must think about it a great deal and work on it until you feel that you can glean the vital things out of the man's letter and let the others go. Sometimes just one little word will give you the clue and paint the whole picture of the man's attitude toward the subject of the correspondence, and at other times it may be that the whole letter, or all his letters, will be necessary to give you this picture.

Training will help you to do this, but you must have a vivid imagination in order to do it successfully. The correspondence is so often meager that you have to imagine a great deal and your imagination must be keen and quick and accurate.

Then, too, in handling the correspondence with a prospect you must be absolutely *sincere*, and that sincerity must breathe in every line and sentence and paragraph of your letter.

You must have *force* in your letters. You must strike *blows*, because you have opposition to break down and you cannot do it with the strokes of a feather.

After having made a mental picture of the man, after having made up your mind as to just what kind of a man he is and how he looks, and what he thinks and wants, then you must go to work and meet him on his own ground with the greatest sincerity. You must, of course, *believe* in the proposition you are writing about, and you must believe in it for this particular man.

BECOME AN ATTACKING GENERAL

Another good thought to bear in mind is to write the prospect as a sort of enemy. Put yourself in the place of the attacking general. Now, there is no good in

52 Million Copies for 1912

Dominate the Country Field

Get the trade of the 55 million country people by advertising in their largest weekly newspaper and their largest weekly periodical—

The Saturday Blade and Chicago Ledger

NOT the people in cities of about twenty thousand population, but those *fifty-five million* living in the *genuine small-town field*, towns of less than 6,000 in rural districts.

Our readers could get other publications for a half or a quarter the subscription cost with a premium to boot, yet Boyce's Weeklies actually have the largest cash sale, no-premium circulation of all publications sold to country people.

BOYCE'S BIG WEEKLIES
1,000,000 COPIES WEEKLY **\$2.25** PER AGATE LINE FLAT

For information about RESULTS to ADVERTISING address
Adv. Dept., W. D. BOYCE CO., 500 Dearborn Ave., Chicago

The Wise Man at Your Elbow

The **Scientific American** is the wise man at the elbow of the intelligent man, coming each week and telling him with technical accuracy, but in a simple, direct fashion the things he wants to know.

It is regarded as a final authority.

This is why 2,758 out of the 3,000 active libraries in the United States subscribe for it.

This is why practically every Y. M. C. A. subscribes for it.

The men who conduct these institutions are men of affairs, the men who do things. They know how necessary the **Scientific American** is to those who really want to know what is going on in the world.

For sixty-seven years the **Scientific American** has recorded fully, accurately, the great events in history, the tools and inventions that have revolutionized our daily life. It is bigger, better, more comprehensive than ever it was. It is advancing as science is advancing.

A Saving of 20%

The present rate on 1,000-line orders is 50 cents per agate line; the new rate in effect March 1st will be 60 cents per agate line.

By booking a contract now, an advertiser using 1,000-lines, or more, within one year will effect a saving of 20%.

To qualify the order some space must be used on each contract before April 1st, 1912.

R. C. WILSON
General Manager
Munn & Co., Incorporated
New York

attacking an enemy where "he is not." You must attack him where he is; where he plants himself. Every prospect plants himself somewhere by his letters, and that somewhere is the place to attack him. Attack every prospect where he places himself and destroy or capture his position surely, completely and absolutely. That is to say, destroy his objections. The trouble with many correspondents is that they attack the enemy in some *other* place than the place he puts himself. They work "all round Robin Hood's barn," as the old saying is, instead of getting right to the heart of the matter and making the attack in the vital spots.

Now the prospect places himself in this certain definite (or sometimes indefinite, position by *what he says*. Then you must answer directly and positively and clearly and convincingly what he says, or what he means.

Now, I want to take the folder of P. T. Speed as an example of what I have been saying. Mr. Speed wrote us a letter on the 30th of November, 1911. Before replying to this letter, the following is the process that I went through. I turned back to the first communication that we received from Mr. Speed, which was in May, 1911, and I saw that it was one of the second A. C. T. postals. This meant that he had not voluntarily inquired concerning our work, but his name had been sent to us by a mutual friend, and that we had solicited his inquiry. He came back with the postal card, asking for information about the normal course. Well, I turned all through the folder and found that after we sent him a form letter, giving him the information he required, he wrote a letter quite promptly in June, so that he was still interested, and from this letter, as I read it, I began to gain a mental picture of the man.

He starts out the letter, saying he would like the lowest terms for our harmony course, and full explanations as to how long it will take to get his diploma, and asks if he can do

the lessons promptly. This suggested two thoughts:

First, that *money* was of considerable moment to him, and

Second, that he wanted the *diploma* perhaps more than the knowledge represented by it, and that he wanted this diploma as "quickly" as he could get it.

Thus, I began to get an outline of my picture. He said that he had studied harmony a little and would like to go through the whole course if we could fix it so he could "finish the course as soon as possible." Here, again, was the idea of hurrying through the course and getting his diploma.

Then he says that he would advertise us in all the cities round about, where he is extensively known, if we could make it so that he could get the lessons *quickly and reasonably*. This showed that he had a pretty good opinion of himself, was inclined to be a little bit boastful, but that he did have some standing among his class of musicians in his community.

He says he is hard pressed, and doesn't want to contract for anything that he can't pay for, and says that he is honest. This shows again that money will be a consideration. The reference to his honesty may be sincere, or it may not.

He says he can furnish us with the finest recommendations. This, of course, will be from among the musicians where he says he is so well known.

Then he puts a long, badly-phrased postscript to the letter, asking for a lot of miscellaneous information.

This shows the man is illiterate, careless, etc., or he would have put more of the important questions in the body of the letter, and not in the postscript.

Then he says at the end of the postscript that if he is satisfied with the first course, and with our terms, he will likely take another. This is a bid for a low price.

The picture obtained of the man from this letter is not only one in outline, but is pretty well

Did you ever consider that The Churchman's circulation is among the well-to-do members of **organized** churches, where everybody knows everybody, and what one knows the others know or soon learn.

This gives a special **cumulative advertising value** to The Churchman, which does not exist in periodicals whose readers are more or less isolated, and where the close personal touch is absent.

Last year Episcopalians in this country (about a million of them) contributed nearly \$20,000,000 to general funds. Is it good advertising policy to ignore them?

You may say "they subscribe to general magazines and periodicals." That is true; but remember, Mr. Advertiser, The Churchman is their national church paper—their necessary source of information. You will find it in their homes. It stays long on the library table. They take an almost proprietary interest in it. It is the sign of their household.

The Churchman

A National Church Weekly dating back to 1805.

Published for forty years at The Churchman Building, 434 Lafayette St., New York

filled in in detail. One can almost shut his eyes and see the man standing before him, and realize a great many of his characteristics.

He is fairly clever, because, of course, we should give him our very best terms if we thought he was a man of prominence and could be of great help to us in other towns; also, if we thought that he was a candidate for additional work we should naturally be a little more kindly disposed toward him than we should be if this were not the case.

We replied to this letter of June 7, but he did not answer, and so we sent him several follow-up letters, none of which I read, as it is much more important to know what *he* says to us than what we say to him. We should take it for granted that what we say to him is all right, as it will be if we are handling the correspondence correctly.

Well, on the 30th of November, 1911, another letter came from him in reply to the last dictated letter that we wrote him. I read this very carefully in order to fill in still further the picture of the man that had occurred to me as a result of reading his previous letter.

He says in his letter of November 30 that he has "waited" to reply to us "because he wanted to get a position in Chicago as a church organist, or a pianist or violinist in a theatre" so he could be nearer our school, as he wanted to take up *several studies* and complete them quickly, as the town where he lived would never pay him any decent amount of money.

Here is a wealth of material for our mental picture of the man. For instance, the man is silly and foolish. He said he wanted to be nearer our school, when all the while he knows we teach by correspondence and can do just as good work for him at a distance as close by.

Not only that, but he is very foolish to think that he can get a position in Chicago as church organist, or as a pianist or violinist in a theatre, that would

pay better than the position he now holds in Fall River.

He brings up the idea again of wanting to take *several studies* from us in order to get our co-operation, and again he says that he wants to complete this work "quickly."

This word "quickly" gave me the keynote for writing him. The sole desire of the man seemed to be to advance quickly, rather than surely and thoroughly. His first letter was full of this thought.

He says again that he has not sent his fee because he doesn't want to run behind in his payments. This would indicate considerable sincerity, and would bear out his statement in the first letter, namely, that he is honest.

He says he has waited until he could see his way into a decent-paying job before enrolling with us so that he could study and pay strict attention to his studies.

This gave me another cue for writing to him. He is putting the cart before the horse. He wants to get a job before he is trained to fill a position. What he should do is to stay where he is and train himself, or let us train him, for a better position, and then he will not need to come to Chicago, but good positions will seek him.

Then he says if we know of any good paper that advertises for an organist, or theatrical engagements, he would like to have us put him next. Just what he means by this is uncertain. It is not clear whether he wants to advertise when he gets the name of the paper from us, or whether he wants us to recommend such a paper to him so that he may answer the advertisements of others.

This ambiguity emphasizes the carelessness and lack of accuracy and attention to details shown in his first letter.

Then he puts a postscript to the letter before he finishes the letter, which, combined with the poor expressions used, shows again his lack of education.

Then he says in another postscript that the reason he asks us to help him get a position through

75 Per Cent of the Population in the Fifteen Chief Cities of America are of Foreign Parentage.

**They speak foreign languages and
they don't read English.**

**Yet they earn and spend millions
of dollars.**

**Advertise your good and staple
product in the 493 standard foreign-
language papers—published in 29
languages.**

**They reach a reading public of
Twenty Million consumers.**

Address—

LOUIS N. HAMMERLING

President

American Association of Foreign-Language Newspapers

703-5 World Building, New York

(The American Association is an alliance of 493 foreign-language newspapers printed and circulated in the United States and Canada, which offers all the facilities of an up-to-date advertising agency for the foreign-language field.)

34%

Something of an increase for a "light" month.

That's the record of BUSINESS for January—a 34% gain in advertising over the January issue of last year.

Why?

—A business magazine that is better with every issue.

—A growing circulation.

—A rapidly increasing record of results to advertisers.

BUSINESS

A Magazine
For Office Store & Factory
(FORMERLY THE BUREAU MAGAZINE)

reaches an interested group of masculine readers along the line of least resistance—through their business interests. It is a Magazine of definite dollars-and-cents value which appeals directly to the man in the front office, or to his understudy.

If you have a product that is intended for use in the office, store or factory—or for discriminating men generally—put it up to them through BUSINESS now—THIS MONTH.

It's a good business principle to buy on a rising market.

February forms close January 22nd

34%

THE BUSINESS MAN'S
PUBLISHING CO.

Detroit

New York

a magazine is because he does not know of any magazines, and he thinks perhaps we might get him something in Gary. Now, he has been reading of Gary as a new prosperous town that is springing up just south of Chicago, and in his lack of practical ideas, and with his low mentality, which is scattered and dissipated, rather than concentrated, he thinks that all we have to do is to run over to Gary and find him a place.

These two letters gave a very fine picture of the man, making it possible to *attack him where he places himself*, making it very clear just exactly what kind of a letter to write to him in order to be the most effective.

In spite of the weaknesses of the man revealed in his letters it is clear that he is a man of considerable sincere earnestness of purpose and ambition, and of course should be encouraged to aim high.

Of course, no letter that might be written to him might get his contract, but only one kind of a letter could get it, and that is the letter that would be built with this mental picture of the man in mind.

Now, of course, it takes much more time to handle correspondence in this way than in any other way, but it is the only effective way to handle it, and what is the use of handling a lot of correspondence in a way that only involves heavy expense without adequate return? A successful correspondent should make it his business to handle every letter in this way.

GENERALITIES LEAD NOWHERE

I do not mean to say that every letter that is written to every prospect should go into the matter so deeply and thoroughly as this. One good letter written along these lines, without a reply, would perhaps be sufficient, but every follow-up letter should be written with these thoughts in mind. Whenever a person writes to us we should analyze his letter and write to him along the lines of the analysis; glittering

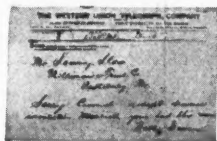
generalities will never bring business nor get money.

This is not to say that we should not put anything else in the letter than suggested above. We have all kinds of strong material that can be used in connection with the above thoughts, and we should use it, but the point is *always to attack a man where he places himself; to treat him as an individual, distinct from every other individual; to adapt all of our material to that particular man, and to see him clearly in our mind's eye as we write to him.*

After forming the mental picture of Mr. Speed I told him that I had read all his previous letters and that they convinced me of one thing, namely, that in order to realize his ambitions and carry out his purposes, it was essential that he should have more training. I told him that he realized this, too, but that the mistake he made was to keep on wanting to put it off until he was further ahead, and then I referred to his desire, as evidenced by the two letters, to complete the course "quickly," telling him that I didn't like that word "quickly," and that there was no royal road to musical success, and that he could not train himself as a competent musician "quickly."

Then I told him to "right-about-face." Further study was what he needed, and no good fairy would pick him out of his place and put him in a nice position in a large city, but that nothing but study and training would do this for him, and then I told him that no difficulties, such as lack of time and money, must prevent him from getting this training. Difficulties are put in his way for a definite purpose. Others overcame difficulties and got ahead, and he could do so, too, and after he had done this there would be no trouble in his getting a good position, because he would be well trained.

So I advised him to stay right where he was and take the course we map out for him, and make whatever sacrifice was necessary to pay for it.



A LIVE WIRE

Judge

Circulation Over
112,000 Copies

Advertising Rate
50 cents a line

News-stand Sales Increasing
1000 a Week!

TRY IT!

Allan C. Hoffman, Advertising Manager
225 Fifth Avenue, New York City
C. B. Nichols, Western Manager
Marquette Building, Chicago, Illinois

Of course this letter may not bring any business. It may be absolutely impossible to get business out of this man, but it represents the proper way of handling all correspondence, either in getting business or in collecting money from business already obtained.

NEW MATERIAL VALUABLE

A correspondent to be successful must be on the alert to obtain new material to put into his letters so that they may pulsate with life. This will help more than anything not to get into a rut, which is one of the worst things to fight against when one is handling correspondence day in and day out. The folders come to your desk and you get into the habit of handling them perfunctorily and grinding out the letters in a sort of machinelike manner. This will never bring success, and it is a thing that every correspondent has to fight against all the time. One of the best means of preventing it is to obtain new material from everyday experiences and put that material into your letters.

The incidents that you read in the newspapers, the stories in the magazines, the phraseology of good books, the stories that your friends tell you, can all be worked up into material that will make your letters fresh, interesting and vivid. The correspondent can improve his style, too, very materially by noticing the style of good literature that he reads, observing how the writers of books use capitals, marks of punctuation, phrases, paragraphs, etc.

WHEN TO STOP CORRESPONDENCE

The exercise of good judgment as to when to stop correspondence with a prospect, or with a pupil from whom we are trying to collect money, and mark him "Dead," is most essential and not at all easy. Some correspondents are inclined to cease correspondence too early, and others to prolong the correspondence at great expense when good judgment would tell them that there is

really no hope of accomplishing anything by so doing. It is simply and purely a matter of the exercise of good judgment.

As an aid to the exercise of good judgment in this respect, nothing helps so much as forming a correct mental picture of the prospect, his wishes, desires and purposes, and of the real reasons why he does not accept our offer now. This involves the ability suggested earlier, namely, the getting into the heart of things and seriously thinking about the real situation at the other end of the line. Every correspondent must use a mental telescope, and be able to see or judge or imagine clearly and accurately the conditions at the other end of the telescope, he being at one end.

You will get a surprising amount of results out of the "hopeless" cases, if they are handled with intelligence, but not anything like the same amount of thought, effort, energy and expense should be put upon "hopeless" cases as upon "hopeful" cases. You can hardly put too much thought and study upon your handling of the "hopeful" cases, as that is where you will get the great majority of your returns.

The modes of handling different classes of cases must, of course, be entirely different. Some people must be stimulated with a *desire to study*; some people want to stand foremost in their community; with some, the diploma and all that it represents counts for a great deal; with others the prestige that they will obtain in graduating under a great master is the thing to emphasize.

But one of the main things to do is to show the prospect definitely and clearly the necessity for *her* in *her* condition, in *her* circumstances, to take the course which is being written about. Do not *generalize*, but make your arguments fit *her* particular case.

C. E. Churchill, who has been with *McCall's Magazine* for four years, and Tom Hall, for eight years with Calkins & Holden, New York, have formed a partnership to conduct the Churchill-Hall advertising agency in New York City.

AGAIN LEADS THEM ALL

The Boston American

During 1911 Carried in Paid Advertising

3,706³/₄ More Columns Than in 1910

This is 911³/₄ Columns more than the combined gain of all the other Boston papers having Daily and Sunday editions.

In Display Advertising

The Boston American gained more than the combined gain in display advertising of all the other Boston newspapers having daily and Sunday editions.

In Classified Advertising

The Boston American gained more than the combined gain in classified advertising of all the other Boston newspapers having daily and Sunday editions.

The following figures show the total advertising gains made in 1909, 1910 and 1911 by the Boston newspapers having Daily and Sunday editions during that period:

The Boston American Gained 11,117¹/₂ Cols.

THE NEXT PAPER GAINED	5722 ¹ / ₂ COLS.
THE NEXT PAPER GAINED	5403 ¹ / ₂ COLS.
THE NEXT PAPER LOST	3062 ¹ / ₂ COLS.

Whether figured in agate lines, columns or on a percentage basis the relative position of the **BOSTON AMERICAN** and the other newspapers remains the same.

THE CIRCULATION OF THE BOSTON AMERICAN IS

OVER 400,000 Daily and Sunday

Largest in New England
Morning, Evening or Sunday

This is at least 75,000 more than the next Sunday paper, and 300,000 more than any other evening paper, and at least 200,000 more than the combined circulation of ALL the other evening papers.

The publishers of the American Newspaper Directory have made an exhaustive and minute examination of this circulation down to the smallest detail, and consent has been granted the Association of American Advertisers and the Retail Board of the Boston Chamber of Commerce to conduct similar examinations.

The Boston American is the only Boston Newspaper that has undergone this authoritative examination during 1911

Boston Office.....80 Summer St. Buffalo Office...533 Ellicott Square
N. Y. Office...1121 Brunswick Bldg. Chicago Office....802 Hearst Bldg.
St. Louis Office....1301 Third Nat'l Bank Bldg.



We Spend \$45,- 000,000 Every Year for Musical Instruments

and this amount is rapidly increasing. We are becoming more and more a nation of music-lovers. Our boys and girls are mastering the art of playing musical instruments as never before.

Mr. Manufacturer, are you getting your share of these millions? Your advertisements in **THE BOYS' MAGAZINE** will create in 50,000 boys a desire and enthusiasm for your goods that is impossible for you to attain in any other way.

Can you not see the wisdom of appealing to the impressionable boy—the future man—the future consumer. Between the ages of 11 and 18 is just the period when impressions are deep and lasting and favorites of all kinds chosen.

Your advertisement in **THE BOYS' MAGAZINE** reaches both present and future consumers. Is this double-barreled effectiveness worth anything to you? May we talk it over with you?

**THE BOYS'
MAGAZINE**
SMETHPORT, PA.

"RESPONSIBILITY" THE KEYNOTE OF LEAGUE MEETING

SUCCESS OF FRAUDULENT ADVERTISER
DEPENDS UPON ASSOCIATION WITH
HONEST ADVERTISING—GRIEVANCE
COMMITTEE REPORTS PROGRESS —
NEW YORK "MAIL" OFFERS TO
HELP

At the meeting of the New York Advertising Men's League, January 4, the subject of a proper remedy for fraudulent advertising was discussed by Lewis H. Clement, president of the Toledo Ad Club, James Schermerhorn, publisher of the *Detroit Times*, John Grant Dater, Financial Editor of *Munsey's Magazine*, and E. F. Trefz, of the Thomas Cusack Company, Chicago. Alfred W. McCann, chairman of the League's Grievance Committee, reported the progress of that committee since its formation.

Mr. Clement described certain methods of swindling which have been prominent in the piano trade, and told of the efforts to get a law passed in Ohio which would make similar methods impossible, only to meet with a veto from the Governor. From this experience, and similar incidents in other states, Mr. Clement has come to the belief that a Federal statute is the only effectual means of doing away with swindling by means of advertising.

The responsibility of the publisher was urged by Mr. Schermerhorn, not forgetting the responsibility of the honest advertiser who permits his copy to travel in bad company. Several of his own experiences in Detroit were cited as showing how a newspaper could be of real service to the community.

Mr. Dater read numerous letters received from persons who had been swindled by fake financial advertising.

The reason the billboards are clean was well stated by Mr. Trefz. The very size and prominence of outdoor displays prevents their use for questionable purposes. The speaker further em-

phasized the point made by Mr. Schermerhorn, that the honest advertiser is really responsible for the success of the fraudulent, because he lends the color of respectability to the pages whereon the fake is paraded.

Alfred W. McCann, on behalf of the Grievance Committee, announced the formation of three sub-committees: A Legal Committee, whose duties shall be to collect evidence; a Committee on Finance which shall pave the way to action by providing ways and means; and a Committee of Public Welfare whose duty shall consist of bringing moral suasion to bear upon the fraudulent advertiser in the endeavor to get him to clean house voluntarily. In case that fails, the committee will proceed under the New York statute.

President Ingersoll announced that the New York Evening *Mail* has offered a donation of \$250 toward defraying the expenses of the Grievance Committee.

CHICAGO TRADE PRESS ELECTS NEW OFFICERS

The eighteenth annual meeting of the Chicago Trade Press Association, December 30, was one of the largest and most enthusiastic in the history of the organization. The principal speaker of the evening was F. C. Cramer, president of the Cramer-Krasselt Company, of Milwaukee, who gave an interesting talk on "How to Lay Out Advertising Campaigns for Prospective Advertisers." The following officers were elected for the coming year: F. D. Porter, of the *National Builder*, president; W. E. Prescott, *Inland Printer*, vice-president; J. C. Strong, *National Hay and Grain Reporter*, secretary; B. P. Branham, *Hotel Bulletin*, treasurer. Executive Committee: Morton Hiscox, *Retail Coalman*; Tracy Luccock, *American Lumberman*; W. J. McConnough, *Dry Goods Reporter*.

SAVINGS BANK FOR DU PONT'S

The E. I. Du Pont de Nemours Powder Company has established a savings bank which may be used by the employees at its works, scattered all over the country. The idea is to encourage thrift among its men, and the interest rate to be paid is fixed at 5 per cent, with a limit of \$2,000 on any deposit in one year.

This company, like the United States Steel Corporation, pays bonuses annually for extra efficiency, and allows employees to buy the company's shares on the installment plan. At the end of last year 45 per cent of the stockholders were employees.



The office boy had had his salary raised one dollar a week.

"Thank you, sir," he said to the boss. "I will try to be worth it."

"That's the right spirit," said the boss; "not many say that. I am going to make the raise two dollars. What do you say to that?"

"Well," answered the boy, "would you mind if I say it again?"

The story of Farm and Fireside is a twice-told tale, just as the story of your goods is a twice-told tale. But it pays us both to tell it over, because it is true.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio. Chicago

Where Publisher's Responsibility Should End

Making Publisher Equally Guilty With Fraudulent Advertiser Might Work Injustice
—Manufacturers Support the Proposed Statute.

On another page of this issue of **PRINTERS' INK** is the report of the January meeting of the New York Advertising Men's League. The dominant note on that occasion was the responsibility of the publisher to his readers for the exclusion of advertising which might injure them in health or in pocket. Mr. Clement drew an analogy between the publisher who accepted fraudulent advertising and a railroad which would carry a band of professional pickpockets to fleece its patrons. There seemed to be a general agreement on the part of the speakers that the publisher should be held equally guilty with the fraudulent advertiser.

PRINTERS' INK agrees heartily in that conclusion—with a qualification. The publisher who *knowingly* admits a dishonest advertisement to his columns is, undoubtedly, morally guilty of the same offense as is the advertiser, and should, in abstract justice, be visited with the same punishment. But it is not always easy to determine the honesty of an advertiser, just as the railroad finds it difficult to identify the pickpocket who asks for a ticket. There are certain advertisers who are known to be dishonest—whose character is evident—and there are many more whose appearance disarms suspicion.

To make the publisher legally responsible to the same extent as the advertiser would impose a burden of investigation upon the former which, in many cases, would prove intolerable. The magazine which often receives copy five to six weeks in advance of publication has the time, at least, to make an investigation. But the case of the daily newspaper is somewhat different. The Advertising Manager of the Schenectady *Union-Star* states the case in a recent letter:

Your plan for placing the onus of responsibility for dishonest advertising

upon the advertiser rather than upon the publication disseminating the news, is a step in the right direction, because it gets at the fountain head of the trouble and at the person who, in the last analysis, is the guilty party.

A newspaper may be ever so honest in its intention to publish only legitimate advertising, but with a paper like the Schenectady *Union-Star*, publishing advertisements of some three or four hundred advertisers every day, it is practically impossible, on short notice, to investigate and find out whether every statement made by every advertiser is true in every detail. This is especially true with an evening newspaper where copy is received the same day of publication.

Success to your efforts in this matter.

E. R. CULLINGS,
Adv. Mgr., *Union-Star*,
Schenectady, N. Y.

W. L. Halstead, business manager of the *Houston Chronicle*, agrees that newspaper publishers have not gone anything like as far as they might, but points out certain very real obstacles in the path:

I think the responsibility of the publishers, particularly of newspapers of general circulation, should end with the exclusion of advertising which is unclean and unwholesome for family reading and that which is obviously fraudulent. It may be possible theoretically for newspapers to censor their advertising columns to such a degree that they exclude all undesirable advertising; practically it is not.

I do not mean to say that the newspapers, which have thus far been very backward in responding to the sentiment for cleaner advertising, allowing the magazines to take the advance ground, have gone anything like as far as they might with safety. In fact, I look to see many newspapers take more and more positive positions continually, but I am simply pointing out that it is not as easy a thing to do from a practical operation statement as many people who write upon the subject seem to think, for the very strong reason that the principal newspapers that make themselves pioneers in the movement are almost certain to suffer an actual monetary loss, which they will never recover and also because it is practically impossible for the newspapers in any one field, no matter how much they are disposed to co-operate, to harmonize their policies on such a subject. I believe, therefore, that in relation to daily newspapers, except insofar as we have previously indicated, responsibility should be thrown upon the advertisers and that some other agency than the

newspapers themselves should hold the advertisers accountable for misleading or fraudulent representations.

I think the placing of some such law as you suggest upon the statute books of every state, and the wide dissemination of the fact that it had been so done, would have a beneficial influence. It would let every advertiser know that there was a specific statute prohibiting misrepresentation and false pretenses in advertising, and it would let the general public know that if it had been defrauded or mistreated by reason of improper advertising statements, it could hold the advertiser responsible for it. It would also furnish an excellent pretext for publishers to exclude certain classes of advertising, on the ground that by printing it they were aiding and abetting a crime.

W. L. HALSTEAD,
Bus. Mgr., *Chronicle*, Houston, Tex.

There is another reason, too, why it is not always possible for the publisher to refuse advertising, even when he has good reason to believe that it is not honest. This reason is well expressed in the following letter from the President of the New Haven Publicity Club, and under those circumstances it seems hardly fair to the publisher to hold him legally responsible, since, in too

many instances, he is dependent upon the business placed with him by certain agencies for a large share of his profits.

I recently had an experience which may be of interest to you. As president of the New Haven Publicity Club I took up the matter of trying to get patent medicine advertisements eliminated from the newspapers of this city.

I found that the recognized physicians were opposed to this advertising, as naturally might be expected, but that they were apparently not inclined to take the matter up aggressively. The druggist claims that he loses money when he sells patent medicines, but states that he has to sell them. The newspapers claim that they do not wish to handle the business, but that advertising agencies placing patent medicines use the big, clean, legitimate accounts, as a club over their heads to make them run the patent medicine advertising. The agency says if you do not want to run the patent medicine advertisements you cannot have the clean business that you do want.

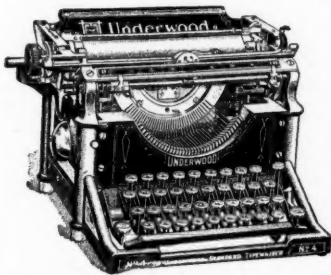
I am intensely interested in this situation and believe that the law is the only recourse for stopping fraudulent advertising.

R. H. ANDREWS,
Pres., New Haven Publicity Club,
New Haven, Conn.

So, from a frank consideration of the conditions, PRINTERS' INK

Greater Speed, Greater Accuracy, Greater Efficiency
are the logical results of installing the

Underwood Typewriter



Underwood special purpose machines meet the particular needs of every business. Exclusive Underwood features make possible the most important labor-saving systems of modern accounting.

The ever-growing demand puts the annual sales of Underwoods far ahead of those of any other machine—making necessary the largest typewriter factory and the largest typewriter office building in the world.

Such a demand from business men everywhere is unquestionable evidence of the practical mechanical superiority of

"The Machine You Will Eventually Buy"

Branch Offices in All Principal Cities.

UNDERWOOD TYPEWRITER CO., Inc.

Underwood Building, N. Y. City

is unable to see the justice of making the publisher *particeps criminis* with the fraudulent advertiser. Morally blameworthy he undoubtedly is who knowingly accepts fraudulent and misleading copy, but it does not seem right to shoulder publishers of honest intentions with the expense of investigating a large number of advertising claims when the men who are really guilty, by act and by intent, can be reached direct.

The flood of letters concerning the PRINTERS' INK statute keeps up. They come from publishers, from ad clubs, from chambers of commerce, from advertising agencies and from advertisers. The second vice-president of the Brown Shoe Company, St. Louis, extensive advertisers of Buster Brown and White House shoes, writes:

I take this opportunity to congratulate you on doing every reasonable thing to remedy dishonest advertising. To my mind, advertising is selling, and dishonest advertising is just as objectionable as dishonest selling and will produce only the same unsatisfactory results.

I. H. SAWYER,
Second Vice-President,
The Brown Shoe Co.

Mr. McCaughan, Claims Attorney for the Rock Island Railroad, points out wherein the PRINTERS' INK statute is superior to the laws of the various states against cheating, and which require that a specific injury shall have been sustained before the courts can take cognizance of the matter:

May I ask you to send me two or three copies, with bill, of your reprint of "The Remedy for Dishonest Advertising?" The Chicago Advertising Association, of which I am a member, is taking up this subject with a view to securing adequate legislation in this state. I have read a borrowed copy of the pamphlet with much interest, and it is very instructive. The statutes against cheating and obtaining money or property under false pretenses, which are on the books of nearly all states, are not adequate to prevent dishonest advertising. Under all those statutes there must be shown specific damage to an individual or firm or corporation.

GEORGE E. MCCAUGHAN,
Claims Attorney, Rock Island Lines,
Chicago, Ill.

That the adoption of the proposed law would make all legiti-

mate advertising more valuable, is the opinion of Mr. Covell, advertising manager of the Macey Company.

Here's success to you in your fight against fraudulent advertising. The enactment and enforcement of statutes making fraudulent advertising a crime would do more to make legitimate advertising effective than any other one thing.

The fact that many people have been swindled through fraudulent advertising hurts all advertising to some extent. If everyone knew that they had recourse to law should they be cheated through advertising, the appeal of legitimate advertising—it would then all be legitimate—would be much stronger.

I should like to enlist under your banner for the fight.

L. C. COVELL,
Adv. Mgr., the Macey Co.,
Grand Rapids, Mich.

The Dodge Manufacturing Company is one of the largest manufacturers of power transmission machinery in the world, and is a large advertiser. Mr. Trowbridge, the advertising manager, writes in approval of the campaign:

I approve of your plan and do not know of any alterations, additions or subtractions that would improve it. "Every time you kill a dishonest advertiser, you create ten honest ones." It is a slogan that advertising clubs and advertisers generally, of pure motives and with clean methods, could use with profit.

C. R. TROWBRIDGE,
Adv. Mgr., Dodge Mfg. Co.,
Mishawaka, Ind.

PROVIDENCE NOW HAS A MAGAZINE

The main office of *Boys' Life Magazine*, the Boy Scouts' magazine, has been removed from Boston to Providence, R. I.

The advertising department is in charge of Joseph J. Lane; the New York representative is Phillip R. Dorn; the Chicago representative is George V. Carroll.

The ad of the *Illustrated Sunday Magazine* published on pages 14 and 15 of the January 4 issue of PRINTERS' INK read as follows: "Gained in volume of advertising during 1912 (over 1911) over 14,000 lines more space than the gains made by any other Sunday magazine." Obviously the years thus referred to should have been "1911 (over 1910)."

The Collin Armstrong Advertising Company, of New York, which was organized about two years ago, has taken larger offices at 115 Broadway.



From an old print in *La Telegraphie Historique*.

Napoleon's Visual Telegraph

The First Long Distance System

Indians sent messages by means of signal fires, but Napoleon established the first permanent system for rapid communication.

In place of the slow and unreliable service of couriers, he built lines of towers extending to the French frontiers and sent messages from tower to tower by means of the visual telegraph.

This device was invented in 1793 by Claude Chappe. It was a semaphore. The letters and words were indicated by the position of the wooden arms; and the messages were received and relayed at the next tower, perhaps a dozen miles away.

Compared to the Bell Telephone system of to-day the

visual telegraph system of Napoleon's time seems a crude makeshift. It could not be used at night nor in thick weather. It was expensive in construction and operation, considering that it was maintained solely for military purposes.

Yet it was a great step ahead, because it made possible the transmission of messages to distant points without the use of the human messenger.

It blazed the way for the Universal Telephone service of the Bell system which provides personal intercommunication for 90,000,000 people and is indispensable for the industrial, commercial and social progress of the Nation.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

NEW ENGLAND

This rich territory, which produces and consumes enormously, is covered thoroughly and effectively by daily newspapers.

H. B. Humphrey

Says this:

"Here in New England we have the most concentrated buying population in the United States, with the possible exception of New York. It is an industrial population, but not only do we produce enormously, but we consume equally so. This territory may be covered by newspapers more thoroughly and effectively, I think, than any similar area in the country, and where we have so many large towns each with what amounts to a metropolitan shopping district, there are peculiar advantages to concerns seeking distribution for advertised products."

The local daily newspapers, having the confidence of their communities, will bring to the advertiser a greater value for every dollar spent with them than any other known medium.

Test your selling and advertising plans in the local cities and dailies of New England. Here are ten of the best:

New Bedford Standard
and Mercury

Salem, Mass., News

Lynn, Mass., Item

Worcester, Mass., Gazette

Springfield, Mass., Union

Burlington, Vt., Free Press

Meriden, Ct., Record

Waterbury, Ct., Republican

New Haven, Ct., Register

Portland, Me., Express

LOWERING THE RATE OF DISCOUNT ON ADVERTISING

WHY EVEN THE PERFECT AD WOULD NOT BE ONE HUNDRED PER CENT EFFECTIVE—A SIGNIFICANT REVIEW OF REASONS FOR INCREASE IN PULLING POWER—THE ONE WAY TO A PERFECT SCORE

By George Frank Lord,
Advertising Manager, E. I. du Pont de
Nemours Powder Company,
Wilmington, Del.

Advertising has developed in efficiency as a commercial force in direct proportion to the gradual elimination of misrepresentation and exaggeration. In the early days of advertising it was looked upon as disreputable because it was the instrument of the mountebank and charlatan. In those days it would have been ruinous for a high-class merchant or manufacturer to advertise, because it would have amounted to a public admission that he was operating a flimflam game. The pioneer users of advertising for manufacturing and mercantile purposes were probably driven by desperation to use this means of attracting public attention to their propositions in the face of the competition of old-established rivals.

At this stage of the evolution of commercial advertising it is probable that its sales-producing efficiency was not greater than ten per cent of its ideal efficiency, and, as one advertising man put it, the greatest compliment that can be paid to advertising is that in the face of the odds against which it was developed it succeeded in living and continuing as a selling force.

Gradually the more enterprising and aggressive manufacturers and merchants, seeing the power of advertising as used by less legitimate concerns, endeavored to turn this power to their own advantage, but they were more or less committed to the belief that all advertising had to be sensational, extravagant and bombastic in order to produce results. Further, it must be borne in mind that

New Haven Register

The Biggest and the Best

The Register has the biggest circulation, more than 19,000, yet the price per copy is two cents, with one cent competition.

The display advertisers appreciate the pulling power of the Register as, like Abou Ben Adam, it leads the rest, while in classified "there is no second" so far does it outstrip competitors.

Use the Register for your business, it will make good.

JULIUS MATHEWS, Representative.

The paper with the biggest circulation is not always the best, and seldom has the best paper the biggest sales where the price per copy is higher.

1911 BIG YEAR GERMAN DAILY GAZETTE Philadelphia, Pa.

The following table shows the volume of advertising printed in each month of 1911:—

January	420,800 Lines
February	381,750 Lines
March	461,724 Lines
April	476,900 Lines
May	466,590 Lines
June	434,590 Lines
July	351,765 Lines
August	336,486 Lines
September	387,265 Lines
October	471,280 Lines
November	462,680 Lines
December	470,036 Lines

Total 5,121,866 Lines

NOTE—The leading English Daily published for the same period 5,574,710 lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

Arts & Decoration

Should be on your list

It reaches an unusually live and responsive class of people deeply interested in creating distinctive homes.

Arts & Decoration has "made good" with all classes of advertising. And the rate is low from every point of view.

Arts & Decoration

Albro C. Gaylor, Adv. Mgr.
16 East 42nd St., New York.

Henry W. Ulrich,
440 So. Dearborn St., Chicago.

Charles S. Parr,
Tremont Temple, Boston.

Art Director

A man at present engaged in the commercial art business for himself in New York City, is open for an engagement as art director for an advertising agency, magazine or large manufacturing firm. Formerly art manager of one of New York's largest department stores. Highest references as to ability and character. Interview solicited. Address "S. P. C." Printers' Ink.

the early commercial advertisers used it almost entirely for expediting luxuries, inventions and new and startling methods of doing business, and as a better grade of business men gradually began to use advertising it naturally became more conservative and more truthful.

As a result its percentage of efficiency steadily increased, until, perhaps about fifteen years ago, an advertiser's statements were not discounted more than fifty per cent, which means that people were willing to believe that half of what he said was true. It therefore had an efficiency of fifty per cent, and at this efficiency was found profitable by an ever-increasing list of manufacturers and merchants, especially those who dealt in novel things and luxurious articles that carried a liberal margin of profit. The most recent, the up-to-date position of advertising is that it has standing with practically all business men and the entire public. The world has come to recognize it as a legitimate, modern and scientific means of increasing sales. This percentage of efficiency depends entirely on the public's belief in the sincerity and truthfulness of the advertising.

THE "STAPLE ERA" IN ADVERTISING

In connection with this generally improved attitude towards advertising, it is significant that we are now in the era of staple advertising; that is, the power of advertising is no longer confined to luxuries, novelties and big margin articles, but we find sugar, flour, cotton, cloth and other articles that are sold on very narrow margins, but in large quantities, are regularly and profitably advertised. To that extent we have reached the stage of ideal efficiency of advertising, when it is used as a means of educating the public in the merits of a product and in developing an enduring faith in that product.

It is safe to say that, on the average, the advertising that is carried in the better grade of magazines and newspapers is not discounted as to truthfulness more

than twenty-five per cent, and this discount is directly due to inherited doubt handed down from the previous generation and to current doubt due to the practice of many advertisers who still cling to exaggeration and misleading statements and policies.

Much has been said about the virtue of the Wanamaker style of advertising, but probably the most important element of that style is the policy of understating values rather than overstating them. It is apparent that once the public becomes impressed with the idea that the advertiser would rather belittle an offering than to overstate it his advertising has an efficiency of perhaps 125 per cent as compared with the seventy-five per cent efficiency of the exaggerating advertiser. In other words, popular opinion weighs on the honest advertiser's side of the scales rather than against him.

FABRIC OF FRAUD RESTS ON FALSE THEORY

The movement to induce advertisers to be more particular in their language and their methods is very good, not alone for the advertiser but for all advertising, because it tends to increase public faith in advertising in general. The newspaper or magazine which carries an advertisement known to be untruthful or exaggerated is robbing the legitimate advertiser of from twenty-five per cent to fifty per cent of the value of his advertising.

While the work of improving the ethics of advertising should be directed both against the advertiser and the publisher, it is probable that the publisher is the one who needs the most attention, because he is in a position to stop most of it at once by refusing the insertion in his publication of misleading advertising. By so doing he will immediately increase the returns of all legitimate advertising and thus serve his own ends best, and that is the only business way to attack a business problem—not to put it on moral grounds, but on financial grounds, and this applies to misleading ad-

The Portland Express

IS FIRST CHOICE

Test your plan in Portland, Maine. An ideal Yankee City with enough of the good element of other nations to make Portland desirably cosmopolitan.

The Express will be your first choice, probably your only one, as nine families out of ten subscribe for the Evening Express.

It is the only evening paper in Portland which gives you an opportunity to reach all the advertising reading families in Maine's leading city at a small cost.

JULIUS MATHEWS, Representative.

In asking advertisers to include

PHYSICAL CULTURE

among their list of mediums, we would like that they consider, first, the character of the readers as indicated by the editorial policy and literary features—second, the confidence and loyalty which these readers must naturally impose in a publication which has for its purpose the teaching of the laws of health and right living—then, and not until then, the question of quantity of circulation, which at the present moment is in excess of 164,000 copies per issue.
New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**Quality Circulation
Brings Returns**



MAKE YOUR PICTURES TALK

Our business is to furnish the kind of advertising illustrations that sell goods.

Our staff includes artists who specialize along different lines—high-class wash drawings for carefully printed magazines, broad effects in pen and ink for newspapers, dash-ing treatments for car signs and posters, detailed technical drawings for catalogues and trade papers.

If you have a knotty problem in illustration, put it up to us. We will take up your work with enthusiasm and deliver it on time.

Advertising Art Co.

12 W. 31st St., New York
Phone 3614 Mad. Sq.

Phone us today and our representative will call tomorrow. He can show you what we have done for others and tell you what we can do for you.



vertising just as strongly as it does to substitution. Most of the moral talk about the injustice of substitution is wasted argument, but when you can demonstrate to a dealer that he loses money by substitution because he loses customers then you will rescue him from the "just-as-good-as" and "our-own-make" class.

The whole fabric of misleading advertising rests on the false theory that the function of advertising is to make an immediate sale of the article advertised, whereas the modern business economist knows that the true function of advertising is to create a new and permanent customer. Therefore, there is absolutely no use in making an original sale through misrepresentation, when the only means of holding the customers is for the goods to measure up to the advertisement.

NEW MEMBERS OF THE A. A. A.

During the past few weeks the following national advertisers have been admitted to membership in the Association of American Advertisers: John Duncan's Sons, New York City, Lea & Perrins Sauce, represented by G. E. Dunscombe; Cluett, Peabody & Co., Troy, N. Y., Arrow Brand Shirts and Collars, represented by C. M. Connolly; Crocker-Wheeler Company, Ampere, N. J., manufacturers and electrical engineers, represented by R. G. Stoddard; The Adder Machine Company, Wilkes-Barre, Pa., visible adding machines, represented by John P. Hunter; Charles A. Schieren Company, New York City, Tanners-Belt Manufacturers, represented by Chas. A. Schieren, Jr.

At the last meeting of the board of directors, L. E. Olwell, representing the National Cash Register Company, was elected to the board of directors to fill the vacancy created by the resignation of E. St. Elmo Lewis, of the Burroughs Adding Machine Company.

MYRON TOWNSEND GOES TO DETROIT

Myron Townsend, former editor of *Print*, the printing magazine, and the *House Organ Review*, Boston, has entered the advertising service of the Timken-Detroit Automobile Axle Company, Detroit, and the Timken Roller Bearing Company, Canton, O. Mr. Townsend will write the copy for the *Timken* magazine and assist Advertising Manager Edwin A. Walton to handle the publicity end of the \$5,000,000 corporation.

HOW THE MAKING MAY BE GOVERNED BY THE ADVERTISING

(Continued from page 4)

jecting design after design until they were finally satisfied they had a clock that would do all the advertising would claim, and around which could be built an advertising campaign which would astonish the advertising world.

The work was all done quietly, but with great thoroughness. "Big Bens" were made by the thousand, copy was prepared and contracts placed for space. Salesmen were educated and advertising helps for the dealer gotten out, and on September 1, 1910, the first gun was fired.

Remember, that previous to that time not a "Big Ben" was on the market. To-day there have been distributed more than 750,000 "Big Bens" and 16,000 jewelers have been added to the list of customers. And the end is not yet. This marvelous result has been accomplished with the much-despised alarm clock to work with.

Now then. How and why? Painstaking care in looking after all the intricate details of designing, manufacturing, advertising and selling, a thorough knowledge of how to advertise and an enthusiastic belief in ultimate success—that is a bird's-eye view of a structurally harmonious marketing effort.

I believe "Big Ben" has set us all thinking, and speculating as to the possibilities of advertising as a necessary adjunct to any manufacturing business; especially when the superintendent of production and the advertising manager work hand-in-hand from the time when the making of the article is conceived until it is placed in the hands of the consumer.

PINKHAM LEAVES "TRIBUNE"

James B. Pinkham, for the past four years advertising manager of the New York Tribune, closed his work in the Eastern field December 30 to become vice-president and business manager of the San Francisco Post. Mr. Pinkham's place on the Tribune has not yet been filled.

Worcester Evening Gazette

SELLS THE GOODS

The A. A. A. man when he examined the Gazette's circulation found that 90 per cent of the circulation was in or close to Worcester. Newspaper circulation like an explosive is more forceful when closely confined.

To sell anything in Worcester the Evening Gazette's 19,000 is the greatest force for good that can be found in Worcester, Mass.

The Gazette has a concentrated circulation. A "Home" evening circulation. A circulation which shows it has the confidence of the people of Worcester.

JULIUS MATHEWS, Representative.

Specialty Salesman Wanted

Established Manufacturing house wants three competent salesmen for Eastern, Middle and Western States on staple goods with very attractive premium plan for retailers. Good advertising salesmen will find this an excellent opportunity for big income. Reliable House. Established Goods.

Address for interview,

"HARDWARE"

Care Printers' Ink

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203. Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, January 11, 1912

Two Ways of Beginning Two campaigns recently launched are as far apart as the poles in their methods. One is as velvet-footed as a cat, giving promise in its scant literature of making very little noise. The other has a sweep of publicity that in the course of the year will make its product known the country over.

This former is being carried on by the Barbers' United Syndicate, and the latter by Procter & Gamble, of Cincinnati.

Procter & Gamble have poured the wisdom gained in promoting Ivory soap into the project of marketing its new product, Crisco. Their influence with the trade must be rated as very great. Merchants everywhere would need scarcely more than a tip and they would give their orders. They have confidence in the firm. They will gladly do their utmost to push the new Crisco.

Crisco is advertised in current two-page magazine spreads as a heretofore unknown food, discovered two years ago. The copy

states that the discovery remained a secret while the food was being submitted to every possible test. It is recommended as a new kitchen wonder. "You can fry fish in Crisco and the Crisco will not absorb the fish odor. You then can use the same Crisco for frying potatoes without imparting to them the slightest fish flavor." It is said without qualification that it will make foods more digestible; that it makes eating pie, for instance, safe and sane. It is promoted as a substitute for butter and lard for many purposes.

All this to indicate the nature of the new article. It is to be presumed that advertising was resorted to because the firm had faith in its goods and desired to pre-empt the field as soon as possible. No Stealthy Steve work for Procter & Gamble, although they had good will and to spare in the trade.

Alongside of this campaign, range that of the Barbers' United Syndicate. This, one observes in a booklet, is a Brooklyn concern which has a message of great joy to deliver to the hundred thousand barbers of the land. It proposes to make every barber a retailer of a choice line of B. U. S. toilet articles. Heretofore barbers have fumbled around and got their hair-tonics and other items in their side line as best they might. Frequently they showed their good judgment by keeping advertised brands of this and that. The presumption is that they thought these would sell better on account of the publicity given them.

The B. U. S. proposes to change all that. "B. U. S. members use goods of their own make. B. U. S. members sell goods of their own make."

The promoters have evidently perceived the success of Rexall and of A. D. S. remedies among the druggists and have yielded to the temptation to do likewise among the barbers. The barbers of the country form a beautiful ready-made outlet, sufficiently tempting, to be sure.

But those behind the movement have failed to copy their Rexall

and A. D. S. patterns accurately. Both of these have been heavy advertisers. B. U. S., so the booklet says, will depend mostly upon the barbers themselves. "The only advertising we will do is through the magazine (of the association) and our letters, and this advertising will tell our shop customers the facts about all our barbers, our perfumes, our toilet waters, our hair tonics, and he will come back for a second supply. We will show you (the barber) how to create the desire to buy what we have to sell, the proprietor of the barber shop can, by following our business systems, grow fast in business." It will be noted that the grammar of this is as original as the selling scheme.

The inference seems to be that the barber, instead of conversing about politics or the weather or "How dry your hair is—massage, sir?" will pour into the customer's upturned ear a stream of selling talk that will make an N. C. R. salesman wonder what kindergarten he attended.

Another inference is that the barber is a better man than the grocer, the drygoodsman and the jeweler, who these many moons have had hard sledding trying to dispose of unknown articles to customers who perversely asked for some trade-marked advertised brand. Most of these merchants some time ago tied their fortunes to the advertised product.

The B. U. S. is going to have a line of not only toilet waters and perfumes, but safety razors, sponges, combs, mirrors, tweezers, brushes, manicure sets, shoe brushes, towels, shaving powder and cream, etc., etc., all stamped "B. U. S." Thus dire danger threatens Gillette, Rubberset, Colgate, Williams, Herpicide *et al.* All of these products might have found an unadvertised and highly economical outlet through this impending chain-store of barber parlors—100,000 in all, count them. But they weren't shrewd enough.

PRINTERS' INK says:

The man who has time to know everything seldom has time for anything else.

Wants To But He Can't

The editorial desks of PRINTERS' INK are converging points for a most interesting variety of advertising effort. Folders, catalogues, form letters, posters, proofs and just "stunts," here they all drift—and a wonderful vitality and ingenuity of effort do they represent.

Cropping out of the pile one morning recently was a postcard, the back of which was a photograph of a pile of alfalfa seed with real money of all denominations sticking out of it.

The author of this ingenious piece of ad literature proved to be F. D. Coburn, secretary of the department of agriculture, Kansas. His letter in reply to the query from PRINTERS' INK revealed a man who was fairly itching to advertise the resources of his state, but who found his hands tied by the lack of an appropriation. But even without it, the temptation to exploit the wealth of opportunity in his state, which once was a byword but which now is one of the richest in the land, has proved occasionally too strong to be resisted.

After describing with commendable enthusiasm some remarkable yields per acre of farms in various sections of the state, he says:

What advertising of this character I do for Kansas, is simply thrown in for good measure, from a desire to make the truth known in such attractive and striking way as to invite the favorable notice of some persons who would not even glance at what they regarded as a "public document." The duties of my office, as specified in the law, include nothing in the nature of these postcards, and similar sidelines.

He then goes on to say that the law merely empowers him to issue quarterly reports of from 250 to 300 pages each and biennial reports of 1,200 pages. The former are bound in paper and the latter in cloth. Issues of the reports range from ten thousand to twenty thousand copies each. Mr. Coburn states that it has been the custom during his twenty years as the secretary of the board to devote each quarterly to some special subject.

These documents doubtless have their value to people living within the state, although their size does not invite casual perusal. As for interesting people outside the state—the commonwealth is serenely negligent. Mr. Coburn says:

We have never had an appropriation to make any real advertising campaign for Kansas. Bombastic exploitation I abhor, and there is too much of it. We have, of course, a great country out here—this very heart and core of the Union. . . . My foremost hobby is that our statements shall be authentic, conservative and dependable; that as a state we shall always be able to deliver more goods than we advertise, rather than less.

Now and then, as with the alfalfa postal cards, we send abroad suggestions . . . that the Kansas farmer is making good, improving his home, crops and live stock and increasing his bank account; likewise that "whosoever will may come," and that intelligent industry will win in Kansas.

It is only too true that the formidable public documents, to which Mr. Coburn refers, are not such as to start a stampede to the Sunflower state. It does seem a pity that the Kansas legislature, as well as other legislatures, does not provide a fund of a few thousands a year for exploiting the attractiveness of the state among people elsewhere who would be mighty glad to know. Mr. Coburn would, incidentally, make a good copywriter for such advertising. The earnestness and knowledge that carry conviction are in his statements.

PRINTERS' INK says:

Sometimes being quick on the trigger is a sign of efficiency, and sometimes a sign that somebody will have to do it over to get it right.

A Lesson in Public Responsiveness Advertising men who use the Hudson Tunnels to and from New York have been treated to an object lesson, the past month, in the responsiveness of the public to innovations. The rate of fare to up-town New York stations was raised from five cents to seven on December 24. At least a month prior to the change, every passenger in the tunnels was given a leaflet which explained the reason

why the new rate was to go into effect, and the conditions under which it would be charged. The same copy was run in all newspapers circulating in territory served by the system.

Posters were placed in all cars, conspicuously displayed on the window panes, and were allowed to remain for two weeks. Each station was liberally placarded with signs, explaining in detail the rates of fare, and the methods of collection. Besides the above, men were stationed in the principal entries to the tunnel stations, who called out verbal directions as to the purchase of tickets and the disposal of them.

It seems as though every conceivable means of publicity was resorted to, and yet at this writing, two weeks after the change, there is enough confusion to warrant the remark that in spite of the advertising a great many people don't know what to do.

The people who use the Hudson Tunnels do so because it is to their interest to do so—in a certain sense they are obliged to use them—and no persuasion is necessary. And if a month's notice, combined with a process of continually hammering it in, is not sufficient to inform an already interested body of people about a comparatively simple change in a rate of fare, how much greater is the advertising man's task when he sets about making people understand about something in which their interest must be created at the same time.

SUSPENDERS AND LIBRARIES

NEW YORK, Jan. 3, 1912.

Editor of PRINTERS' INK:

Referring to your recent article on "How Belts Might be Advertised," you will probably be interested to learn that "suspender" versus "belt" was an issue in a fair-sized town in the Middle West.

Someone started an objection to men sitting in the reading room of the library with their coats off. This may seem a small thing but it caused considerable stir in that town and finally the directors rendered this decision: It was improper and therefore not permissible for a man to sit with his coat off if wearing suspenders, but when equipped with a belt no objection would be raised against his presence without a coat.

C. R. LIPPMAN.

Some May Come Some May Go—But LIFE Goes On Forever

The National Biscuit Company is very prosperous and pays 7% on its common stock.

They enjoy one of the greatest advertising successes on record because they do it right—year after year.

LIFE is one of the greatest publishing successes on record because we believe in doing things right.

We follow our own preaching and a steady, consistent advertising campaign is building LIFE just as successfully as it has built the National Biscuit Company.

The success of an advertiser's campaign depends largely upon selecting successful mediums.

LIFE is not booming; just growing, growing, growing as never in its 28 years. It has real live circulation, now 170,000 and conceded to have more readers per copy than any paper (don't forget that).

Put LIFE on your 1912 list and use it right or don't.

Every advertiser should have LIFE'S Datometer on his desk. Write,

GEORGE B. RICHARDSON, Adv. Mgr., 31st St. West. No. 17, New York.

or

B. F. PROVANDIE, Western Mgr., Marquette Bldg., 1204, Chicago.

THE TECHNICAL ARGUMENT TO REACH LAYMAN

GETTING AWAY FROM THE GENERAL TALK AND FEATURING A SPECIFIC POINT OF ADVANTAGE — COPY WHICH DOES WORK FORMERLY LEFT TO THE SALESMAN OR THE CATALOGUE

Automobile copy runs to adjectives. It is inevitable that it should be so, with so many different cars on the market, each of which is driven by a gasoline engine of a practically uniform type, and each following a general fashion in body design. With very few exceptions, an automobile advertisement would need mighty few changes in the wording to be made to serve equally well for any other make of car. A change in the name, the address and maybe the price, would give you a stock ad for almost any car you might want to feature, as far as the possible buyer's attitude is concerned.

Comparatively few automobile manufacturers, back in the beginning of the industry, began to feature mechanical construction of certain parts. The opinion seems to have gained ground, however, that the public didn't care anything about that. What they wanted was to know about the stylish lines, the luxurious contentment, and what not—little they cared about how the thing was made, so long as it would run. So, in the belief that the customer really wanted adjectives, adjectives he got.

But certain shrewd manufacturers, who really possessed cars not only with points of mechanical superiority, but points which could readily be comprehended by the layman, continued to feature them with more or less prominence in their magazine advertising, and went still deeper into the matter in their catalogues and other literature.

The Stevens-Duryea Company, for instance, in its wide campaign through the general magazines has consistently urged the advantages of "three point support." In fact,

it may be said that the entire campaign, covering a number of years, has been built around a point of mechanical construction, and however the advertising might insist upon the reliability of the motor, the grace of the lines, the comfort of the appointments, the reader was always led back to the point of finding out why "three point suspension" made a better car to buy.

The ad reproduced shows the latest development of the idea, explaining fully in the magazine copy just what the advantages of

Stevens-Duryea



What "Three Point Support" Means to Every Stevens-Duryea Owner

road or is subjected to a jolt, this rigid construction is bound to move or less wobble the crank and transmission case, and this in turn throws the crank shaft and transmission shaft out of line and the bearings bind.

This is why such a car fails to deliver its full horsepower to the user when—the only place it can do so—point.

With a Stevens-Duryea the third point of support is located at the base of the rear end of the power plant on a flexible joint—the whole acting like a triangular crutch. (Study the picture.)

This permits the frame to twist and bend when unevenness of the road is encountered, but permits the motor, the clutch and gear set all to be in the same straight line. And the twisting strain of the frame is not transmitted to any part of the power plant so motor has great the road shock as how much the frame is distorted.

Study the chassis picture of the fundamentals of a Stevens-Duryea Chassis. Note how the "Unit Power Plant" mounted on the "Three Point"—1, 2 and 3—keeps on one relative adjustment and is not affected by the twisting and bending of the frame, though it is subjected to the shocks of the most uneven roads.

The motor transmission and clutch is not automobiles are bolted fast to the frame in twelve or more places. This gives rigid construction. But when the car is constructed goes over a rough

This is the famous Stevens-Duryea principle of the "Three Point Support," and it permits the "Unit Power Plant" of the car to remain in its original position to the wheels. That is why the Stevens-Duryea Power Plant is the only power plant which has been proven to stand up—give them greater life and greater efficiency.

If you are interested in high-grade motor cars, without heavy prices attached to them, send for the Stevens-Duryea literature and investigate thoroughly. It is as different from the usual automobile catalogue as Stevens-Duryea cars are different from most automobiles. Or, better still, visit a Stevens-Duryea dealer, see the car and make a comparison.

Stevens-Duryea Company, Chicopee Falls, Massachusetts

EMPHASIZING A STRUCTURAL FEATURE IN ILLUSTRATION

this construction are. It is a step in advance, for previous copy simply awakened the reader's interest to find out what three point support meant, and it was necessary for him to write for literature, or see somebody who knew, before he found out. The ad told him that three point support was desirable, but didn't tell him what it meant. Now the company is telling him exactly what it means, and drawing him a picture of it so that he can't miss it.

Beginning January 1 the Joliet, Ill., Herald will be represented in the foreign advertising field by F. P. Alcorn in the East and F. W. Henkel, People's Gas Building, Chicago, Ill., in the West.

Where do men of affairs turn when they want the best that literature, art and science offers?

Where does the housewife turn when she wants to purchase quality merchandise for her home?

Where do parents turn when they want to locate their children in the highest grade schools?

Where is the best place to tell the story of your product if you want to reach consumers who respond to the best-is-the-cheapest argument—who can afford to buy anything from books to the highest priced automobile?

Harper's Magazine

Country Life in America

FOR 1912—TEN YEARS OLD

Did you ever stop to realize what country living was ten years ago? Country Life in America has had much to do with its development. The twice-a-month publication makes possible a better magazine—the readers like it. The "Country Life Press" in Garden City has improved the quality of its manufacture—notice particularly the color work. The service to reader and advertiser is improved in every way. Here are some features for 1912.

SPRING—

Three especially interesting numbers:
 Double Garden Manual Number (50 cents). February 15th.
 Spring Building Number, March 15th.
 "Inch Thick" Ten Year Anniversary Number, April 15th.

SUMMER—

Vacation Number, June 1st.
 Midsummer Number, August 15th.

AUTUMN—

Building Manual Number, October 1st.
 Home Interiors Number, November 15th.

WINTER—

Christmas Annual, December 1st.

COLOR ADVERTISING.

Inside covers, three colors, \$400.
 Color section in Spring Double Number, February 15th. October 1st and December 1st, four colors, including plates, \$500; if plates are furnished, \$400.
 Second and third covers, fifteen issues, three colors, \$400.

DOUBLEDAY, PAGE & CO.
GARDEN CITY and NEW YORK

BOSTON

CLEVELAND

CHICAGO

You can buy a full page, two colors, in Country Life in America and Motor. April 15th Country Life in America, May 1st Motor, for \$450. Two colors for the price of black and white.

ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR JANUARY

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Sunset.....	148	33,194
Cosmopolitan.....	136	30,679
Review of Reviews.....	109	24,416
World's Work.....	89	19,565
Everybody's.....	77	17,307
McClure's.....	73	16,482
Munsey's.....	69	15,624
Scribner's.....	68	15,344
Harper's Monthly.....	60	13,481
Century.....	57	12,768
American.....	52	11,785
Current Literature.....	50	11,354
Uncle Remus's (cols.).....	49	9,292
Lippincott's.....	38	8,512
Red Book.....	38	8,512
* Popular.....	35	7,896
Metropolitan (cols.).....	45	7,725
Home Life (cols.).....	43	7,515
Pearson's.....	33	7,494
Argosy.....	31	7,147
American Boy (cols.).....	31	6,357
Smart Set.....	28	6,328
Wide World.....	27	6,048
World To-Day.....	26	5,951
Strand.....	26	5,936
Annals.....	25	5,768
Atlantic.....	25	5,712
All Story.....	22	4,932
St. Nicholas.....	21	4,704
Blue Book.....	20	4,480
Smith's.....	14	3,248

*2 issues.

VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

* Vogue (cols.).....	288	45,028
Good Housekeeping Magazine.....	63	14,294
Ladies' Home Journal (cols.).....	70	14,037
Woman's Home Comp'n (cols.).....	66	13,362
Delineator (cols.).....	53	10,651
To-Day's Magazine.....	75	10,143
New Idea Woman's Mag. (cols.).....	47	9,456
Designer (cols.).....	47	9,447
Modern Priscilla (cols.).....	48	8,141
Pictorial Review (cols.).....	40	8,000
Ladies' World (cols.).....	39	7,856
Mother's Magazine (cols.).....	56	7,639
Housekeeper (cols.).....	37	7,482
People's Home Journal (cols.).....	32	6,553
McCall's (cols.).....	47	6,298
Woman's World (cols.).....	36	6,278
Housewife (cols.).....	27	5,440
Harper's Basar (cols.).....	19	3,810

*2 issues.

VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	777	130,536
* Country Life in America (cols.).....	194	32,655
System.....	137	30,868
Motor Boating (cols.).....	178	29,998
Architectural Record.....	119	26,656
Popular Mechanics.....	93	20,944
Outing.....	50	11,368
House & Garden (cols.).....	78	11,000
Suburban Life (cols.).....	63	10,710
Business.....	47	10,528
International Studio (cols.).....	72	10,080
Field & Stream.....	41	9,240
Garden (cols.).....	64	9,002
House Beautiful (cols.).....	58	8,229
Theatre (cols.).....	47	7,840
Travel (cols.).....	55	7,750
Technical World.....	33	7,392
Outer's Book.....	31	6,944
Am. Homes and Gardens (cols.).....	38	6,527

*2 issues.

LIPPINCOTT'S MONTHLY MAGAZINE

Here's what happened—

In October, November and December there were only 3 magazines which showed an increase in the number of advertising pages carried over the corresponding 3 months of last year.

LIPPINCOTT'S heads the list for one of these months and came out second in the other two.

The February issue will show a gain of 17 pages over same month last year.

Have you seen a recent issue?

We have an office near your town.

Lippincott's Magazine PHILADELPHIA

NEW YORK—1111 Flatiron Building
BOSTON—24 Milk Street
DETROIT—1329 Majestic Building
CHICAGO—First National Bank Building

LIPPINCOTT'S MONTHLY MAGAZINE

	Pages	Agate Lines
Craftsman	29	6,496
Recreation (cols.)	38	6,124
Arts & Decoration (cols.)	34	4,760
Extension Magazine (cols.)	24	3,840

VOLUME OF ADVERTISING IN LEADING CANADIAN MAGAZINES

(Exclusive of Publishers' own advertising)

Canadian Courier (Dec.) (cols.)	256	46,592
Canadian Magazine	113	26,312
MacLean's	105	23,520
Canadian Home Journal (cols.)	67	13,190

VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR DECEMBER

(Exclusive of Publishers' own advertising)

December 1-7:	Cols.	Agate Lines
Saturday Evening Post	147	25,012
Life	138	19,396
Collier's	93	17,712
Literary Digest	99	13,886
Leslie's	52	10,498
Churchman	54	8,719
Independent (pages)	36	8,064
Outlook (pages)	33	7,392
Town and Country	35	6,000
Associated Sunday Magazines ..	29	5,220
Youth's Companion	22	4,492
Harper's Weekly	21	4,287
Illustrated Sunday Magazine ..	18	3,250
Christian Herald	40	2,824
Scientific American	12	2,474

December 8-14:

Saturday Evening Post	155	26,404
Town and Country	151	25,500
Scientific American	70	14,007
Literary Digest	99	13,904
Collier's	55	10,484
Independent (pages)	35	7,840
Life	43	6,039
Churchman	35	5,696
Leslie's	28	5,650
Outlook (pages)	23	5,272
Associated Sunday Magazines ..	25	4,850
Youth's Companion	18	3,674
Illustrated Sunday Magazine ..	14	2,660
Harper's Weekly	10	2,168
Christian Herald	20	1,485

December 15-21:

Saturday Evening Post	109	18,640
Independent (pages)	79	17,696
Town and Country	62	10,500
Collier's	50	9,569
Literary Digest	65	9,147
Life	37	5,249
Outlook (pages)	18	4,144
Churchman	20	3,278
Leslie's	15	3,135
Christian Herald	18	3,065
Associated Sunday Magazines ..	16	2,880
Harper's Weekly	13	2,787
Scientific American	10	2,091
Illustrated Sunday Magazine ..	10	1,960
Youth's Companion	9	1,850

December 22-28:

Outlook (pages)	59	13,288
Saturday Evening Post	44	7,585
Town and Country	44	7,500
Collier's	26	5,037
Churchman	31	5,022
Leslie's	22	4,466
Independent (pages)	17	3,808
Literary Digest	23	3,287
Life	22	3,183
Christian Herald	13	2,266
Youth's Companion	11	2,264
Harper's Weekly	10	2,071
Illustrated Sunday Magazine ..	10	1,890
Associated Sunday Magazines ..	8	1,590
Scientific American	7	1,541

December 29-31:

	Cols.	Agate Lines
Saturday Evening Post	72	12,479
Collier's	41	7,886
Literary Digest	47	6,611
Town and Country	37	6,332
Outlook (pages)	12	2,400
Churchman	14	2,310
Illustrated Sunday Magazine ..	12	2,160
Harper's Weekly	9	1,986
Scientific American	9	1,998
Associated Sunday Magazines ..	7	1,260

Totals for December:

Saturday Evening Post	18,920
Town and Country	16,832
Collier's	16,698
Literary Digest	16,835
*Independent	17,408
*Life	16,867
Outlook	16,896
Churchman	16,025
*Leslie's	15,749
Scientific American	12,108
*Christian Herald	16,640
Associated Sunday Magazines ..	16,500
Harper's Weekly	15,309
*Youth's Companion	12,280
Illustrated Sunday Magazine ..	11,920
*4 issues only.	

RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1 Motor (cols.).....	777	130,536
*2 Vogue (cols.).....	286	45,028
3 Sunset.....	148	33,194
*4 Country Life in America (cols)	194	32,655
5 System.....	137	30,868
6 Cosmopolitan.....	136	30,679
7 Motor Boating (cols.).....	178	29,968
8 Architectural Record.....	119	26,656
9 Canadian Magazine.....	113	25,312
10 Review of Reviews.....	109	24,416
11 MacLean's.....	105	23,520
12 Popular Mechanics.....	93	20,944
13 World's Work.....	89	19,565
14 Everybody's.....	77	17,307
15 McClure's.....	73	16,482
16 Munsey's.....	69	15,624
17 Scribner's.....	68	15,344
18 Good Housekeeping Magazine	63	14,294
19 Ladies' Home Journal (cols.)...	70	14,637
20 Harper's Monthly.....	60	13,481
21 Woman's Home Com. (cols.)...	66	13,362
22 Canadian Home Journal (cols.)	67	13,190
23 Century.....	57	12,768
24 American.....	52	11,788
25 Outing.....	50	11,368
*2 issues.....		

AUTOMOBILE AUTHORITY DIES

Joseph E. G. Ryan, one of the best-known newspaper and publicity men in Chicago, was found dead in his room at the Congress Hotel, January 2. He was one of the best-known writers on automobile topics in the United States, having made the industry a close study from its inception.

Educated in Kings College, Dublin, Mr. Ryan came to this country about twenty years ago. He at once entered the newspaper field, and was one of the first writers on golf to attract attention. He soon became a recognized authority on the sport. He began his first newspaper work on the Chicago *Inter Ocean*, and remained with that paper until he died, filling various important editorial positions.

Ancient Rome And Modern Advertising

A mighty interesting work is being carried on just now in Italy: the excavation and reconstruction of Ostia, the old-time Roman harbor. The Ostia that knew the barbaric splendors of Pompey and the Cæsars is to be again—mind you, not an imitation of the old Ostia, but the old city itself with the same streets, the same houses, that were peopled two thousand years ago.

Prof. Vaglieri, in a wonderful story, tells us about it in the March *COSMOPOLITAN*.

Forget, for the moment, Mr. Advertiser, any interest you may have in the reconstruction of Ostia, and consider the other people who are interested in it. There are thousands, yes, hundreds of thousands—of cultured, well-informed Americans who keep in touch with the progress of the world's life. They read only the best, and in their homes have only the best.

People who are interested in the Autobiography of Admiral Schley; who have read each instalment of the Autobiography of General Miles; who are studying the series on Politics and Government entitled "What Are You Going To Do About It?"—who have had their interest centred around the Dickens Centenary as told in *COSMOPOLITAN* by the kin of Dickens himself.

These are the people who read *COSMOPOLITAN*, giving it the largest circulation of any standard magazine in the world.

These are the people who will read your story.

Rate \$600 a page

March forms close January 15th

COSMOPOLITAN

381 4th Ave.

New York City

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JANUARY ADVERTISING

	1912.	1911.	1910.	1909.	Total.
Cosmopolitan	30,679	26,696	28,532	24,513	110,420
Sunset	33,194	26,086	22,932	21,308	103,520
Review of Reviews	24,416	24,530	24,308	21,987	95,241
World's Work	19,565	26,108	19,796	20,326	85,795
Everybody's	17,307	19,656	24,976	22,792	84,731
McClure's	16,482	20,802	21,000	20,216	78,500
Scribner's	15,344	18,568	24,108	14,781	72,801
Munsey's	15,624	17,808	17,542	16,506	67,480
American	11,788	16,352	19,488	16,608	64,236
Harper's Monthly	13,481	15,736	16,422	14,126	59,865
Century	12,768	13,294	17,524	15,344	59,020
Current Literature	11,354	12,572	7,616	7,840	39,382
Red Book	8,512	8,064	8,960	9,630	35,166
Pearson's	7,494	8,617	9,632	8,008	34,251
Argosy	7,147	8,456	9,030	7,602	32,235
Ainslee's	5,768	6,664	7,117	12,355	31,904
World Today	5,951	7,200	8,820	9,301	31,272
Uncle Remus	9,292	**	9,895	10,788	29,975
Lippincott's	8,512	5,992	6,832	6,440	27,776
Metropolitan	7,725	6,720	4,368	6,944	25,757
Atlantic	5,712	6,396	6,272	5,321	23,701
All-Story	4,392	6,314	6,544	5,355	23,145
Strand	5,936	5,208	5,152	6,695	22,991
American Boy	6,357	6,078	5,839	4,140	22,414
St. Nicholas	4,704	3,696	3,584	2,912	14,896

WOMEN'S MAGAZINES

*Vogue	45,028	48,072	46,354	32,082	169,536
Ladies' Home Journal	14,037	17,200	14,200	16,000	61,437
Good Housekeeping Magazine	14,294	16,418	16,279	11,360	60,351
Woman's Home Companion	13,362	14,772	13,435	11,800	53,369
Modern Priscilla	8,141	12,665	12,580	9,521	42,907
Pictorial Review	8,000	11,565	9,632	12,023	41,225
Delineator	10,651	8,860	9,144	7,980	36,635
Designer	9,447	9,965	8,000	8,300	32,712
New Idea Women's Magazine	9,456	8,920	8,000	8,000	32,386
Ladies' World	7,856	8,200	8,607	7,150	31,813
Housekeeper	7,452	9,310	7,910	6,600	31,272
McCall's	6,298	6,480	6,664	5,010	24,452
Harper's Bazar	3,810	4,670	9,266	6,657	24,403

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING

Motor	130,536	121,312	96,264	68,208	416,920
System	30,808	27,720	28,244	31,472	118,244
*Country Life in America	32,655	34,349	29,788	20,521	117,313
Outing	11,368	12,397	12,152	10,976	46,893
Suburban Life	10,710	13,434	9,891	8,678	42,713
International Studio	10,080	10,840	12,652	5,292	28,864
Field and Stream	9,240	8,860	9,744	9,061	36,905
Garden	9,002	8,160	8,621	7,140	32,923
Theatre	7,840	8,830	8,047	8,218	32,435
House and Garden	11,000	9,870	5,754	4,740	31,364
Technical World	7,392	6,760	7,322	8,452	29,926
House Beautiful	8,229	6,782	5,760	5,693	26,454
American Homes and Gardens	6,527	5,270	4,941	3,558	20,296

DECEMBER WEEKLIES

Saturday Evening Post	89,920	76,695	59,010	52,770	278,395
Collier's	50,638	42,130	36,648	39,243	168,708
Literary Digest	46,835	38,175	41,119	27,930	154,059
Outlook	32,896	35,398	37,986	35,364	141,644
Life	33,867	29,696	33,141	25,605	132,499

Totals	1,006,929	997,938	953,434	827,236	3,785,537
--------------	-----------	---------	---------	---------	-----------

*2 issues.

**No issue.

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month, and in other years only four issues to the month.

First!

among all the January magazines

SUNSET— The Pacific Monthly

(first combined for the January number) printed

**148 pages of
paid advertising**

On and after February 1st, 1912 (April issue) the advertising rate for "Sunset—The Pacific Monthly" will be increased from \$150.00 to \$200.00 per page based on a guaranteed monthly edition of

175,000 Copies

which means to the advertiser 875,000 readers in the wonderful market beyond the Rockies.

Bona-fide orders for copy to be run up to and including the September, 1912, issue, will be accepted at the old rate of \$150.00 per page if renewed before February 1st.

Greater circulation, greater selling force, greater service—more unduplicated Western circulation than you can buy, even by using all the big Eastern publications.

Just address like this:

"Sunset—The Pacific Monthly"

Wm. Woodhead, Business Mgr., San Francisco
OR THE EASTERN OFFICES:

Chicago—73 West Jackson Blvd., L. L. McCormick, Mgr.

14 West Washington St., S. C. Ralston, Rep.

New York—37 West 28th St., W. A. Wilson, Mgr.



The Little Schoolmaster's Classroom

Did you ever try to figure out your own "selling points?" Oddly enough, it seems to be a hard thing for even advertising men to do. Almost any candidate for a job can write a few high-sounding claims about ability to write "snappy copy" and to create business-building plans, but it is the exceptional man who works out one or two distinctive and convincing points for himself.

Some time ago a capable young man who, for some reason, had suffered ill-luck in securing the right kind of position, applied to a big electrical engineering concern and offered as one of his selling points the fact that he had enjoyed two years' experience in the engineering department of the New York Telephone Company. The point appealed instantly to the big electrical concern; here was a young man who had seen enough of the engineering side to enable him to wade right into their plans; and they employed him forthwith. Now, that young man wonders that he had not long ago thought of that first-class selling point, for men with technical training of a specified kind are not plentiful in the advertising field, and any one of three or four electrical engineering corporations would probably have given his claim consideration.

Another young man writes to the Schoolmaster: "I have a first-class knowledge of poultry and fine live stock generally and have prepared some good catalogues and other literature. I am thinking of specializing on this work. What do you think of that idea?" The Schoolmaster thinks the idea is fine. Certainly such a man will get a good hearing from advertisers of live-stock and poultry.

A man who has had extensive experience as a pressman ought to be particularly valuable to a manufacturer of printing presses,

provided—and this provision is very important—he has a full measure of advertising ability, too.

Said an employer to the Schoolmaster not long ago: "I don't like the way some of these men write about themselves. Take, for example, this fellow who says he is clean, of strong character, etc. Now, maybe he is all that, but somehow it doesn't sound just right coming from him direct. If he had just said that such-and-such an employer of his said these things, I'd be much more impressed than I am by his own frank confession of his virtues."

* * *

"I can write you something about these grapes and figs," said a copy writer to a land promoter who wanted a catalogue prepared, "by just going over this printed matter and hacking you a story. But really, here of late years, I have come around to the idea that a man, to do justice to a thing of this sort, ought to get into the middle of things, know the property and its products, get enthusiastic, and then put his pen to paper."

"I can't send you out to California," replied the promoter, "but I know what I can do." And he went off and came back with a fine lot of photographs, a big box of beautiful raisins and jars of dried and spiced figs. "Just sample those," he said, "and I think you will get a little inspiration." The advertising man, with the real goods before him that he could see and sample for himself, did get enthusiastic and turned out a good job. He says that the incident gave him a new idea—that hereafter he is going to get samples of everything he writes about, especially if the goods are something fine in the line of eatables!

Said this same copy writer to an advertiser of alcoholic liquors: "You certainly have a legal right

to exploit your product, and I am not a prohibitionist, but just the same I have to say that whatever skill I have in persuading people is not for sale for the purpose of persuading them to spend their money for alcoholic drinks. Whiskey wrecked my father's life, and even if that weren't true, I think I would feel the same way. I can't tell people that I think it is a fine thing for them to drink intoxicants, for I don't believe it myself."

* * *

"How much imagination and creative ability ought an advertising man to have?" is an interesting question that has come to hand from a man who fears that he is lacking in imagination. Well, let's make a laboratory experiment. I put before you a Thermos bottle, or any other bottle of that class, and tell you that it is a bottle with a non-conducting wall, that it will keep hot liquids hot two days and cold liquids cold three days. Nothing more is said. If you cannot think of the uses, the convenience and comfort that such a bottle would be to many classes of people, then you certainly lack the imagination that every creative advertising man needs. But if you can picture the delight that such a bottle will bring to certain classes of people, you probably have all the imagination you need. A man does not have to have the imagination of a fiction writer to succeed in advertising; in fact, too much imagination might make

him a dreamer and an injudicious person to handle a large appropriation.

* * *

"Is it best," asks the president of a great watch concern, "to write advertisements that appeal to a certain class of the users of our goods or advertisements of general appeal? This is a thing that constantly comes up in our business."

In all the experiments that the Schoolmaster knows anything about, the specific appeal to a class of people, provided that class is not too small, has proved to be the more effective. Aiming at a special class enables you to use rifle-shot ideas. To shoot at all the people at once, means using the shot-gun style of copy—a style so general that it does not score very strongly with any class. It is remarkable sometimes how big a return can be secured with rifle-shot copy, though the proportion of readers to whom it specifically appeals is relatively small.

* * *

"The tin keeps the tobacco moist and sweet." "Has all the hang of the old-fashioned razor but without the dangerous naked blade." "Contains only pure vegetable ingredients—Nature's remedies." "The few dry flakes of kidney fat." "See the waxy, crinkled appearance of this pure lard as you take off the top." These are a few more of the graphic expressions that make copy so vivid and impressive. We

1847 ROGERS BROS

"Silver Plate that Wears"

The famous trade mark
1847 ROGERS BROS. guarantees
the *heaviest* triple plate.

X S
TRIPLE

VINTAGE
PATTERN

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.
NEW YORK CHICAGO SAN FRANCISCO



102% Efficiency

The five active New York life insurance companies show an average record of Efficiency from organization to date of 64%, the highest one is below 70%. For 20 years we have represented the strongest Life Insurance Company in America, 102% Efficiency to date.

Can you afford anything less when this is obtainable?

J. A. Steele, Winthrop Steele
170 Broadway, New York

Do you want more Financial Advertising?

I have both a banker's and a newspaper man's knowledge and experience.

I permanently develop the Financial advertising of high class Metropolitan dailies. Write me.

NATHANIEL FERGUSON
130 North Fifth Street, Reading, Pa.



Moving Picture Advertising Slides

Your dealers will appreciate receiving hand-colored slides to exhibit in their local moving picture shows. We make superior slides for many of the largest national advertisers. Write for samples and prices. We place your dealers' name on slides advertising your product.

SMITH SLIDE CO., 710 Granite Bldg., ST. LOUIS, MO.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, 38c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

cannot help being pleased with them, sometimes even when they do not stand dissection. For example, some of the deadliest poisons are "purely vegetable"; and drugs are as much "Nature's remedies" as plants are. Yet the third example is pleasing and has influenced many persons in favor of patent remedies.

* * *

A reader of the Classroom asks the Schoolmaster to aid him in selecting a good name for a remedy for "fever, headache, neuralgia and pain." The Schoolmaster feels compelled to decline, for he does not believe that there is any remedy that can be properly taken in the same form and without the advice of a physician for such a broad scope of ailments. The day of the cure-all, or a preparation to cure three or four ailments, any one of which may have come from one of half a dozen causes, is waning, and properly so. The handwriting is on the wall for all such advertising. Some there are who will be slow to see it, and at the last they will feel the grip of the bouncer all the harder.

IZOR WITH "TODAY'S MAGAZINE"

Will C. Izor has been appointed advertising manager of *Today's Magazine*. Mr. Izor is one of the best known men in the advertising business. He was for eleven years with the *Woman's Home Companion*, during a considerable part of which time he was Western manager. He resigned from that position to go with the Bobbs-Merrill Company as Eastern advertising manager for the *Reader and Home* magazines. Four years ago he joined the Sunny South Publishing Company as Eastern advertising manager of *Uncle Remus' Magazine*, and for the past two years has been advertising manager.

Howse & Little, the well-known Western representatives, will continue to represent *Today's Magazine* in that territory.

Robert Johnston will succeed Mr. Izor as advertising manager of *Uncle Remus*.

PAUL BLOCK OPENS BOSTON OFFICE

Paul Block, Inc., has opened a new Boston office in the Tremont Building. The office will be in charge of N. Frederick Foote as resident manager. Mr. Foote will look after the New England interests of the various publications represented by Mr. Block's office.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to suit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

CLASSIFIED ADS—Ask for lists or estimates. **KLINE AGENCY, Cleveland, Ohio.**

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE

Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER CO., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. **29 Broadway, New York; Manhattan Building, Chicago.**

BUSINESS OPPORTUNITIES

ADVERTISING THINGS of small caliber but high penetration. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia**

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS, Coin Card Department, 60 Murray St., New York, N. Y.**

HELP WANTED

WANTED—Classified manager on large metropolitan daily. State age, experience, and give references. Box 38, care of Printers' Ink.

ADVERTISING SOLICITOR (experienced) for Foreign Trade and Export Papers wanted. Address "FOREIGN," care of Printers' Ink.

A PART TIME OPPORTUNITY is open to a Jewish young man who is a capable correspondent and is familiar with advertising and advertisers. Box 411, care of Printers' Ink.

A LARGE New England manufacturing concern wants an assistant in advertising department. Must be able to write correct English. Ability to prepare material for a monthly house organ is desirable. State fully age, education, experience and salary. Address "C. C.," care of Printers' Ink.

Circulation Manager

Wanted by agricultural publication and daily newspaper of 40,000 circulation. Must be a young man; capable and intelligent manager. Give full particulars, references and salary expected. "SOUTHWEST," care of Printers' Ink.

WANTED—A man to write ads and letters that will sell five acre fruit and chicken farms. Must write good live copy, send full particulars with first letter giving references, also state date when you could commence work as I will not write but will telegraph for the man to come who sends the best references and the best copy of work done, also state salary, must be prepared to come on a monthly salary with the understanding that at any time not satisfactory to both parties the contract will terminate. Unless you want the position do not write. I want a man who means business and do not want to bother with wasters of unreliable men who are not as good as their word. "CANADA," care of Printers' Ink.

PHOTO-ADVERTISING

Have Your Goods Jacksonized!

Mr. C. B. Jackson has taken exterior and interior views of the largest plants and stores in the country. He gets more in a picture than any man living. He will be in your town soon. Write for an appointment. C. B. JACKSON PHOTO-ADVERTISING CO., 505 McCormick Building, Chicago.

POSITIONS WANTED

AN EDUCATED, RESOURCEFUL MAN, over thirty, of proven ability in mail order and outside selling, is looking for the right employer and position. Address Box 433, care of Printers' Ink;

COMPETENT AND RELIABLE ADVERTISING MAN, 12 years' experience, 7 as advertising manager of city dailies, desires change. First class advertising writer. Address at once, Box 93, care of Printers' Ink.

YOUNG MAN, 23, energetic, intelligent, 7 years with large advg. agency, good knowledge of rates and paper, thoroughly familiar with billing, checking and office routine. Best references. Moderate salary to start. Box 467, care of Printers' Ink.

EXPERIENCED COPY-WRITER AND ILLUSTRATOR, at present employed, and desiring to make a change, wishes to connect with first class agency where ability is recognized. Author and illustrator of many familiar advertisements. Box R. X., care of Printers' Ink.

In the Service Department of Some Trade Paper

is a place I could fill to special advantage. Seven years advertising and sales experience with large advertiser of machinery in West (where now employed). Strong copy-writer; familiar with trade and technical papers. "B. R. T.," Printers' Ink.

CORRESPONDENT AND COPY WRITER

now with small agency, seeks position as assistant to advertising manager or in larger agency. Was general manager of printing plant. Present duty—digging daily for salient features about various articles, and putting these in written forms that command attention and bring business. Box 664, care of Printers' Ink.

Mail Order Man Wants Position in or Near Boston

University training. Five years' successful experience—four in sales and mail order work. Understands advertising and its relation to mail order sales. Resourceful and productive letter writer. Can analyze a proposition, plan and execute effective campaigns. Good executive. Now in circulation work. Wants to take charge of mail order department for manufacturer or retail merchant or to assist present manager. Address "BOSTON," care of Printers' Ink.

Position Wanted by young married man.

Would like an opportunity to work at advertising, copy writing, booklets, follow up literature and selling plans especially desired. At the present time I am connected with a general store located in the suburb of a city. I know that my constant dealing with people of all kinds, and my earnest interest in advertising, will help some advertiser if we can get together. Address, MASON J. SCHLOSSER, 1919 Lakeport Ave., Sioux City, Ia.

Circulation Manager Assistant Publisher

I am thoroughly experienced in New York City newspaper circulation. In magazine circulation I have spent several years promoting sales of a woman's monthly and a very large weekly. The boy sales organization, desired payment and clubbing methods are familiar to me, and I know the pit-falls of expense. Can organize, and hold circulation at a reasonable cost. Good copy writer. Harvard A. M., age 31, now employed. The requirements of my position cannot exceed my experience and fitness. Box 631, care of Printers' Ink.

Mr. Manufacturer

My practical printing experience, combined with advertising agency experience, will make all of your printed matter more effective without increasing the cost. I'll add the brains that will make all your advertising neat, plain and to the point.

Mr. Advertising Manager

as your assistant I can make your ads. and printed matter more effective by knowing what to use and how to use it. I have written copy, designed all kinds of ads and printed matter, and have a good grasp of advertising in general. At liberty March 1st. Salary \$35 a week. Address "PRINT," care of Printers' Ink.

If You Can Use A Good Advertising Man

I would like to hear from you. Twelve years as advertising and sales manager, and five years advertising agency experience—directing sales and publicity interests some of best known concerns in U. S. Exceptional record as originator of high-grade complete merchandising campaigns—as "plan and copy" man—and in personally handling advertising "accounts" of widely diversified character. Thoroughly familiar with practical salesmanship; sales, office and factory management; advertising agency methods and operation; advertising media, rates and comparative values; publishing, printing, drawing and designing, engraving, etc. Can submit unquestionable endorsements and proofs of character and ability, as well as line of samples, personal work that for class, variety and volume would be hard to duplicate. Will close with responsible concern, on moderate basis, for trial period. Part time or special service contracts also considered. Address, "V. X. Z.," Boyce Building, care of Printers' Ink, Chicago.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PUBLISHING BUSINESS OPPORTUNITIES

"BULLETIN 1912."

Ask for it if interested in publishing business. It will give you some information about a number of desirable publishing opportunities. One of them may be the opportunity you seek. HARRIS-DIBLE CO., Brokers in Publishing Property, 46 West 24th Street, New York, N. Y.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 22,618. Best advertising medium in Alabama.
Montgomery, *Advertiser*, net av. 9 mos. '11, 19, 17,671; Sun., 22,262. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910, June 30, 1911, 26,822.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,759; 1910, 7,875.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,765, 5c.

New London, *Day*, ev'g. Average 1911, 7,141; double all other local papers combined.

New Haven, *Union*. Largest paid circ. Av. 1st 6 mos. '11, 18,042 daily. Paper non-returnable.

Norwalk, *Evening Hour*. Average circulation 1910, 3,627. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. regularly. 1910, Daily, 7,317; Sunday, 7,750.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., 1st 6 mos. 1911—58,326 (©©).

FLORIDA

Jacksonville, *Metropolis*, Dy. '10, 13,701; Dec., '10, 14,689. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,357, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,357, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,357, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,357, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,357, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. Average year 1910, 6,154.
Joliet, *Herald*, evening and Sunday morning. Aver. year ending June 30, 1911, 8,220.
Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average 1911, 12,808. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Des Moines, *Register & Leader*. (av. '10), 35,663. *Evening Tribune*, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.

Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, *Eve. Journal*. Only daily in county. 1,913 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; Av. dy. Jan. 1-July 1, '11, 7,998. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 6,919. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

Louisville, *Courier-Journal*. Average 1910, daily, 22,204. Sunday, 46,349.

Louisville, *The Times*, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1910, daily 10,199.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,366.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1910, 82,406. For Dec., 1911, 77,108.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1910, 183,720—Dec. av., 188,543.

Sunday

1910, 331,878—Dec. av., 330,717.

Advertising Totals: 1910, 7,922,108 lines

Gain, 1910, 586,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest Dec. of the Boston Post. Circulation averages: *Daily Post*, 359,677, gain of 14,192 copies per day over Dec., 1910. *Sunday Post*, 317,660, gain of 17,262 copies per Sunday over Dec., 1910.

Lawrence, Telegram, evening, 1910 av. 8,642. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. Jan. to June, '11, 18,880. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1911, daily 10,920. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, Journal, Daily and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655. Daily average circulation for November, 1911, evening only, 78,126. Average Sunday circulation for Nov., 1911, 82,518. (Jan. 1, 1908, subscription rates were raised from \$1.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.



CIRCULATION



by Printers' Ink Publishing Company

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,522.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 125,109.

NEBRASKA

Lincoln, Deutsch-Amerikaner Farmer weekly 140,221 for year ending Dec. 31, 1910

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Post-Telegram. 10,335 average Dec. 1910 to Dec. 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,238; 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,759. It's the leading paper.

★ **The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 9 months, 1911, 60,003.

Buffalo, Courier, morn. Ave., '10 Sunday, 86,737; daily, 46,284; *Enquirer*, evening, 32,278.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,232.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The Globe Largest high-class evening circulation. Daily average net cash sales, proven by A. A. A., July 1, 1910, to June 30, 1911, 103,333. For June, 1911, 115,598.

New York, The World. Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Schenectady, Gazette, daily. A. N. Liecety. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

★ **Troy, Record.** Av. circulation 1911, (A. M., 5,322; P. M., 13,735) 24,057. Only paper in city which has permitted A. A. A. examination, and made public the report

Utica, *National Electrical Contractor*, mo. Average for 1911, 2,626.

OHIO

Cuyahoga, *Evening Telegraph*. Daily average for 1910 1,783. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1910: Daily, 37,126; Sunday, 114,044. For Nov., 1911, 97,999 daily; Sunday, 127,309.

Youngstown, *Vindicator*. D'y av., '10, 15,695; LaCorte & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. Nov., 1911, daily, 40,359; Sunday, 46,162.

PENNSYLVANIA

Erie, *Times*, daily. 21,371 average, Dec., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Johnstown, *Tribune*. Average for Nov., 1911, 14,965. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

Philadelphia. The *Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1911, 89,144; the Sunday *Press*, 130,008.

Washington, *Reporter and Observer*, circulation average 1910, 12,396; May, '11, 12,691.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1910, 15,828. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best medium of anthracite field for advertising purposes. York, *Dispatch and Daily*. Average for 1911, 19,027. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket *Evening Times*. Average circulation 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, *Daily Journal*. Average for 1910, 22,755 (©©). Sunday, 30,771 (©©). *Evening Bulletin*, 45,323 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 5,423.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily av. Aug. to Aug., 7,703. 9 mos. '11, 5,346.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,764. Examined by A. A. A.

Montpelier, *Argus*, dy., av. 1910, 3,315. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*. Aver. Nov., 1911, 5,325, Dec., '11, 5,165. Largest circ. Only eve. paper.

WASHINGTON

Tacoma, *Ledger*. Average year 1910, daily, 18,967. Sunday, 27,348.

Tacoma, *News*. Average for year 1910, 19,212.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average Sept., 1911, 3,931. Established over 40 years ago.

Janesville, *Gazette*. Daily average, October, 1911, daily 5,668; semi-weekly, 1,643.

Madison, *State Journal*, daily. Actual average circulation for November, 1911, 9,646.



Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for first six months of 1911, 44,000. Average daily gain over first six months of '10, 3,823. Average daily circulation for June, 1911, 45,438 copies. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "Full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Milwaukee, *The Milwaukee Journal* (eve.) Daily Av. circ. for 12 mos., 68,211. Daily circ. for month of Oct., '11, 67,303. Daily gain over Oct., 1910, 2,419. Goes to over 60% of Milwaukee homes. Over double paid city circ. of any other Milwaukee newspaper. *Journal* leads in both Classified and Display advertising. Rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, 1101-10 Boyce Bldg., Chicago; J. F. Antisdell, 366 Fifth Ave., N. Y. City. *Racine, Daily Journal*. Oct., 1911, circulation, 5,648. Statement filed with A. A. A.



Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1911, 63,124. Largest circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 47 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,181; daily Nov., 1911, 57,084; weekly 1910, 26,446; Nov., 1911, 27,113.

Winnipeg, *Der Nordwesten*. Canada's National German weekly. Av. 1910, 18,484. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1910, 3,153.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for Nov., 1911, 105,673. Largest in Canada.

Montreal, *La Patrie*. Ave. Sept. & Oct., 46,475 daily; 56,777 Sat. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,687 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Nov., '11, amounted to 203,681 items. The number of individual advertisements published was 30,455. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers
Ink Pub. Co.



THE Minneapolis Journal, daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (©©). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 58,326. (©©.)

ILLINOIS

Bakers' Helper (©©). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (©©). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (©©). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (©©).

Boston Evening Transcript (©©), established 1830. The only gold mark daily in Boston. Worcester L'Opinion Publique (©©). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (©©). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (©©) is THE advertising medium of Brooklyn.

Century Magazine (©©). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (©©). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (©©) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (©©). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (©©). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (©©). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 285 Broadway, New York City.

New York Herald (©©). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (©©). Established 1801. The only Gold Mark evening paper in New York. 'The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post.'—Printers' Ink.

Scientific American (©©) has the largest circulation of any technical paper in the world.

The New York Times (©©) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (©©), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit (©©) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The Press (©©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1911, sworn net average, Daily, 89,144; Sunday, 180,008.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (©©), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial-Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee Evening Wisconsin (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK

January 11, 1912

How the Making May Be Governed by the Advertising.....	<i>S. D. Rider</i>	3
Vice-Pres. and Gen'l Mgr., South Bend Watch Co.		
The Man Higher Up.....	<i>William W. Hudson</i>	6
Adv. Mgr., The Waverley Co.		
Getting People to Know More.....	<i>Waldo P. Warren</i>	17
Magazines Double Business for Postal Life.....	<i>Charles W. Hurd</i>	20
The Strategic Selling Plan.....	<i>W. W. Garrison</i>	28
Of Hudson Motor Car Co.		
Trusting the People.....	<i>Thomas Russell</i>	36
Local Demonstrations That Have Produced Results.....	<i>Clayton A. Eddy</i>	40
Adv. Mgr., Detroit Stove Works.		
Trade-Marks for Foreign Countries.....	<i>Arthur Steuart</i>	44
Of Steuart & Steuart.		
New Uses for the Product—What They Mean.....	<i>J. M. Campbell</i>	48
Considerations That Count in Selling the Dealer.....	<i>Ernest T. Trigg</i>	52
Of John Lucas & Co.		
Giving the Advertisement Atmosphere.....	<i>S. Roland Hall</i>	59
Seek Full Protection for Trade-Marks.....		64
What Makes a Letter Pull.....	<i>A. J. Llewellyn</i>	66
Gen'l Mgr., Siegel-Myers Correspondence School of Music.		
"Responsibility" the Keynote of League Meeting.....		76
Where Publisher's Responsibility Should End.....		78
Lowering the Rate of Discount on Advertising.....	<i>George Frank Lord</i>	83
Adv. Mgr., E. I. du Pont de Nemours Powder Co.		
Editorials		88
Two Ways of Beginning—Wants to but He Can't—A Lesson in Public Responsiveness.		
The Technical Argument to Reach Laymen.....		92
Advertising in the Leading Monthly Magazines for January.....		95
"Printers' Ink's" Four-Year Record of January Advertising.....		98
The Little Schoolmaster's Classroom.....		100

"How Far That Little Candle Throws Its Beams..."

The Little Schoolmaster certainly lights up all phases and problems of the advertising business.

The Annual Review Number

will be of thousand-candle-power intensity.

It will be a record-breaker editorially, and will contain features of special interest to *you* and your prospects who are our careful readers.

From all standpoints, it is **THE** issue for you to use.

Publishers and Advertising Agents should use space in this issue of Printers' Ink.

Have **YOU** sent your order?

***Last Forms Close Monday Morning,
January 15***

"I Appeal to You"

says President Taft in the January Century, "to help the Senate to see the wisdom of approving"

The Pending Arbitration Treaties

All who wish to keep abreast with the thought of the times appreciate The Century Magazine. No other magazine has published so many works of really great writers. No other magazine has done so much in this country for the graphic arts and for the reproduction of paintings and pictures by various processes as has The Century. The Century is found in homes where art and literature are prized. It is the necessary magazine to people of cultivation and taste.